

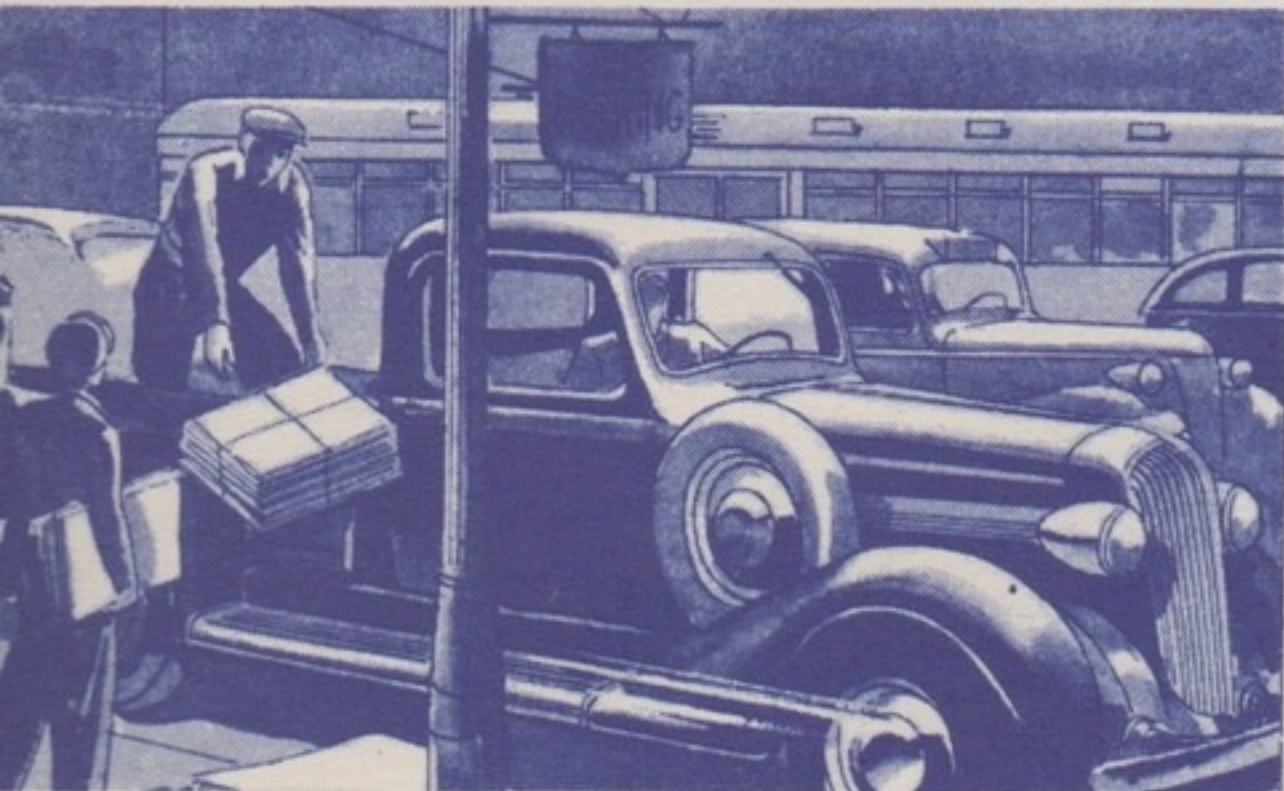


1938 PLYMOUTH

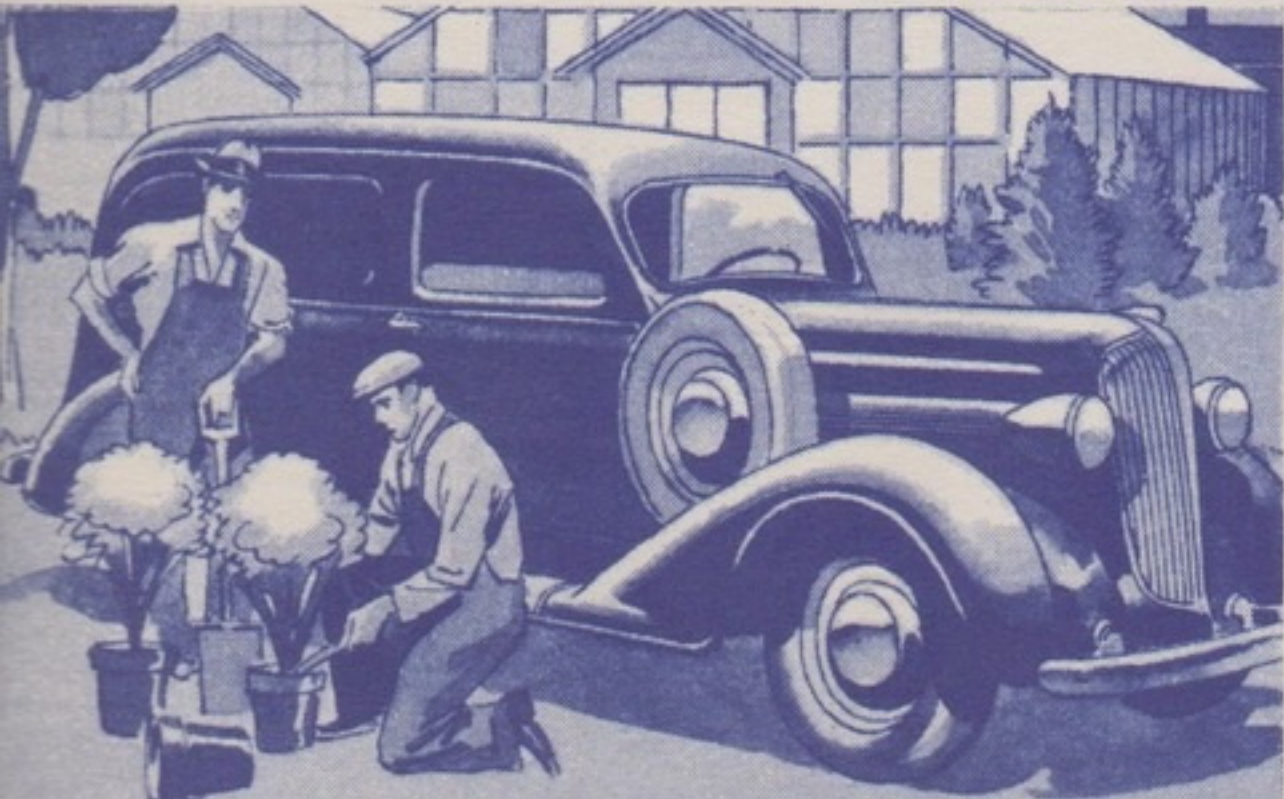
Commercial Cars

Better Engineering MEANS LOWER COSTS ★ LONGER LIFE

LOWER COSTS



LONGER LIFE



ECONOMY and POWER



These big, money-saving Plymouth commercial vehicles were literally built by request.

Business men wanted the *reliability*, the *durability* and the *great over-all economies* for which Plymouth passenger cars are famous. Plymouth acceded to that demand by bringing to commercial car users the same *better value* standards . . . the same advanced engineering for *economy* and *long life* that have made Plymouth famous everywhere as "the car that *stands up best*."

If your business requires a close check on delivery costs, it will pay you well to get full information about the 1938 Plymouth line of 116-inch wheelbase Commercial Cars. Your Plymouth dealer will be glad to explain the many ways in which brilliant engineering is combined with precision workmanship to give you lower operating costs and longer life in commercial vehicles.

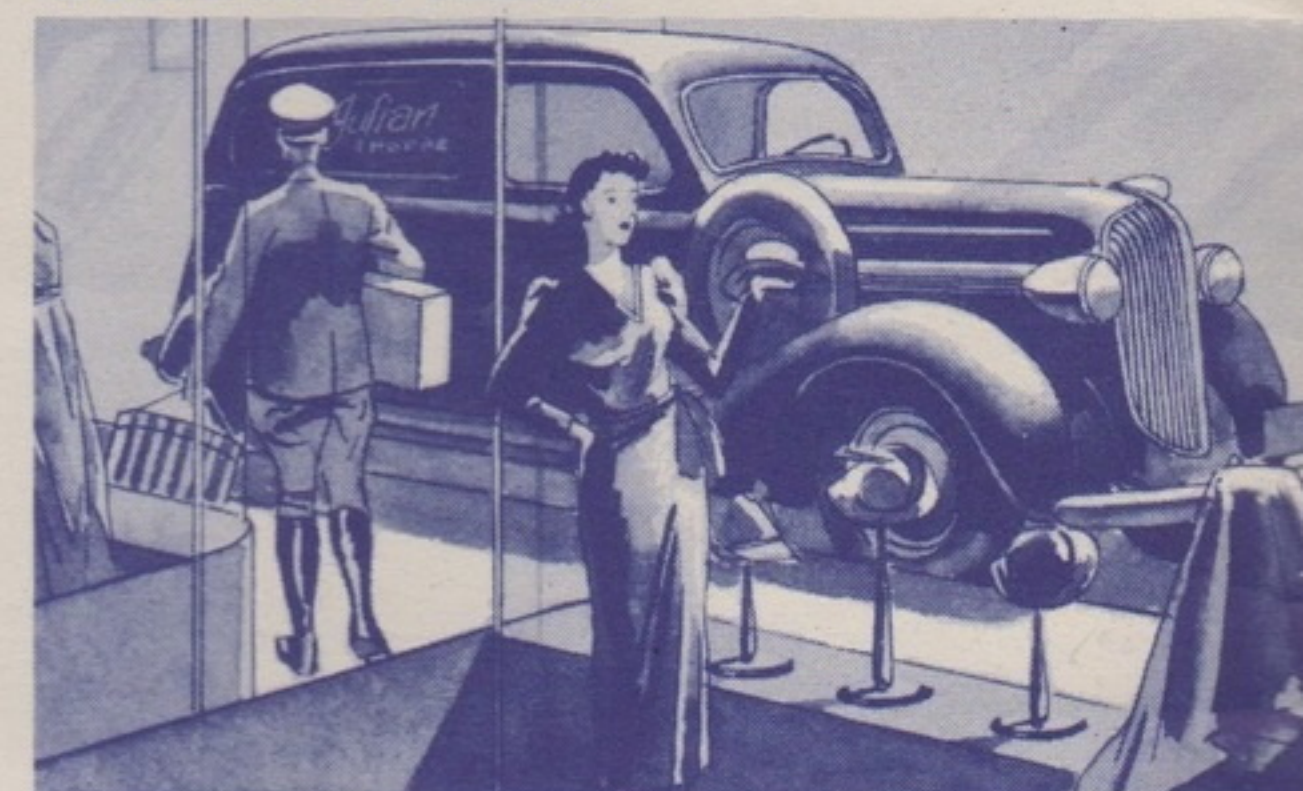
BRILLIANT ENGINEERING



CONTROLLED STOPPING



MODERN STYLING



BALANCED WEIGHT



SAFETY STEEL BODIES



Sturdy

TRUCK CHASSIS

built to

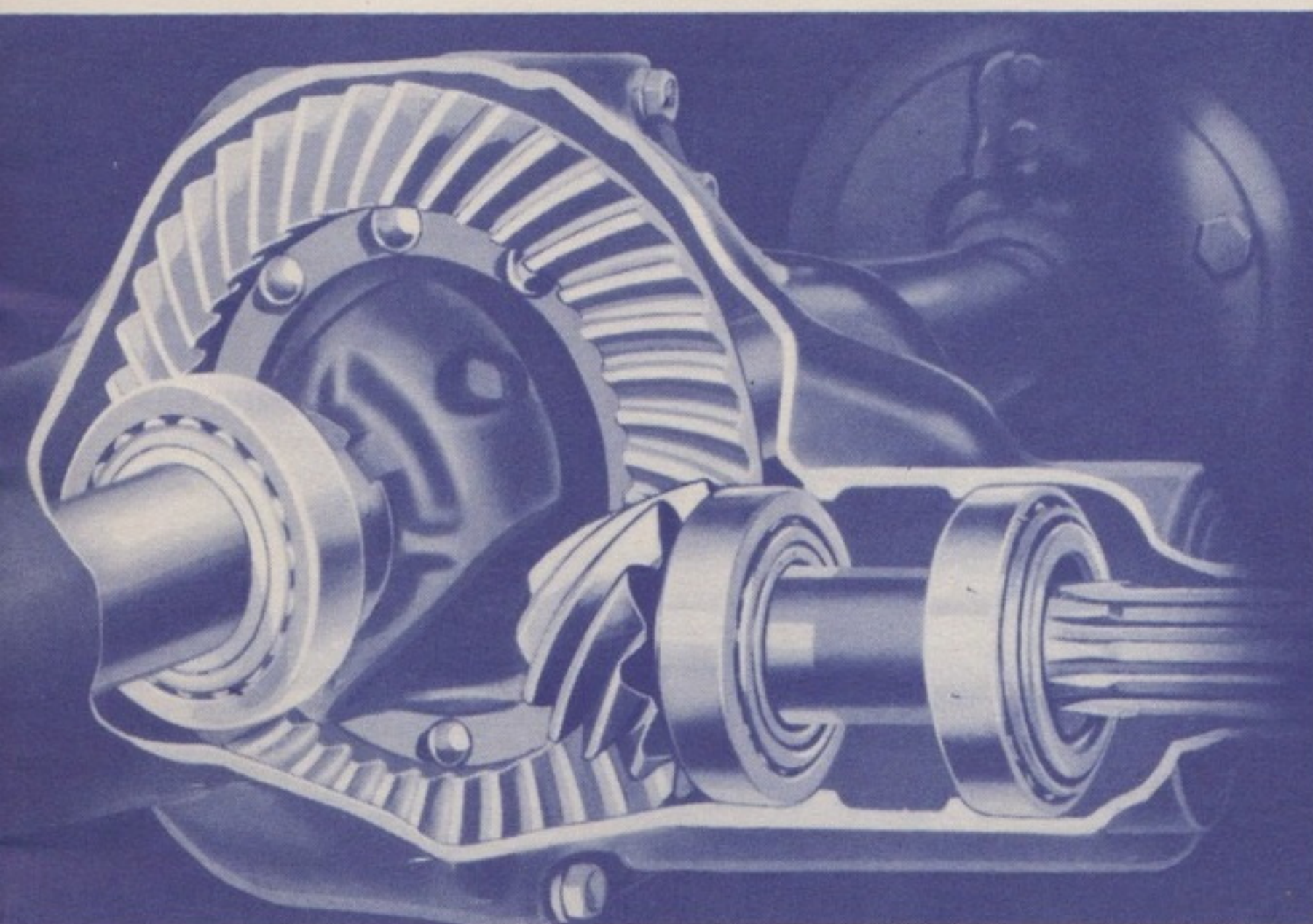
STAY ON THE JOB

LONG LIFE! The sturdiness and durability of Plymouth Commercial cars start with this heavy truck-type frame. Side channels of this extra strong, double-drop frame are six inches deep and have two-inch flanges.



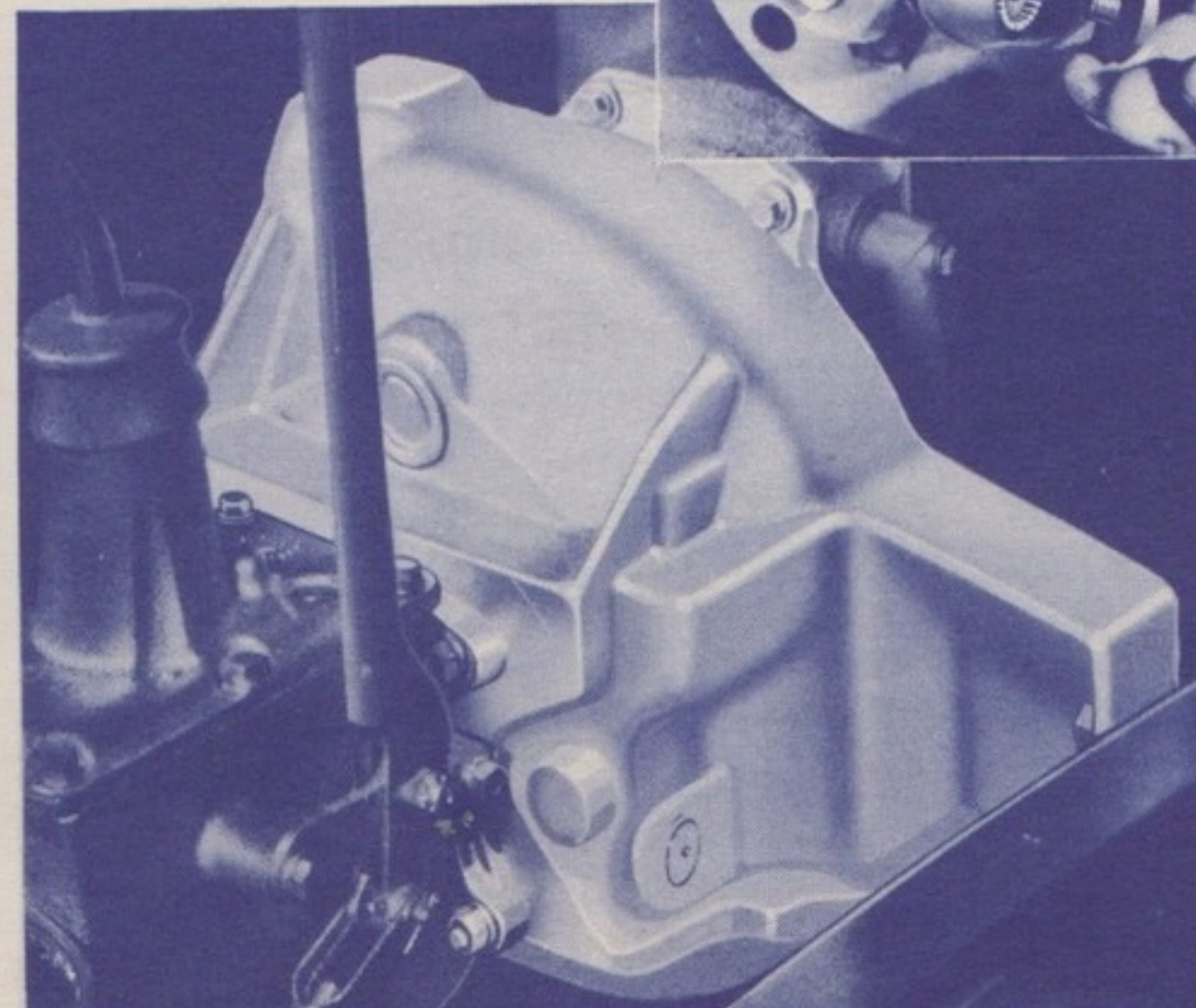
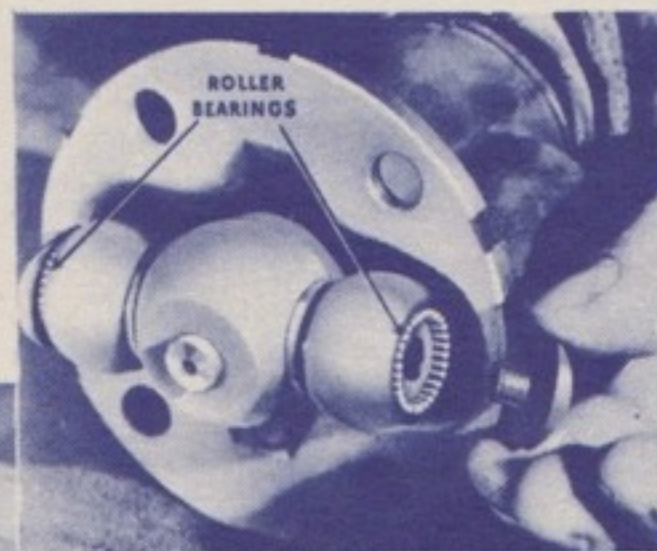
In the big, economical 1938 Plymouth Commercial Cars, you will find operating expense brought to new low levels in cars built to *stay on the job* and *out of* the repair shop.

The sturdy truck chassis is specially built for commercial use. Long life is built into every part. And into the construction of these cars has gone the accumulated experience of Chrysler Corporation engineers who for years have been building commercial cars and trucks world famous for economy and durability.



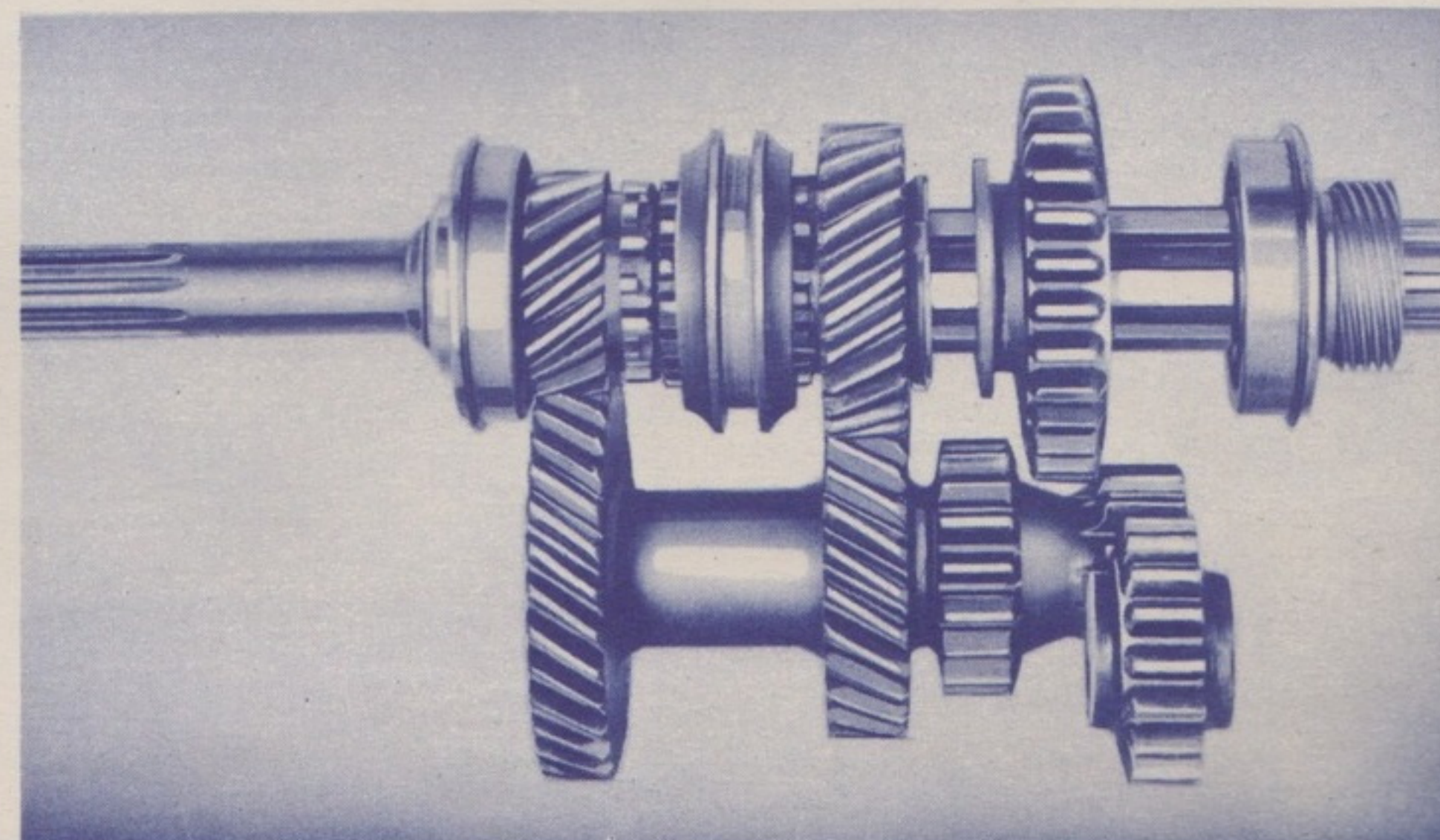
LONG LIFE! A hypoid rear axle, which has from one and one-half to two times the life of the ordinary spiral bevel type of axle. Its larger pinion gives far greater strength, yet the hypoid design is more compact.

LONG LIFE! The clutch is 10 inches in diameter, larger than clutches ordinarily used in commercial cars. It has a ball release bearing, self-lubricated.



LONG LIFE! Roller bearings in the universal joints, instead of plain bushings, give longer life with less attention.

LONG LIFE! All gears are carburized and there are five oversize ball and roller bearings in the transmission. Low gear ratio is 3.3 to 1; reserve, 4.3 to 1. Provision is made for power take-off.



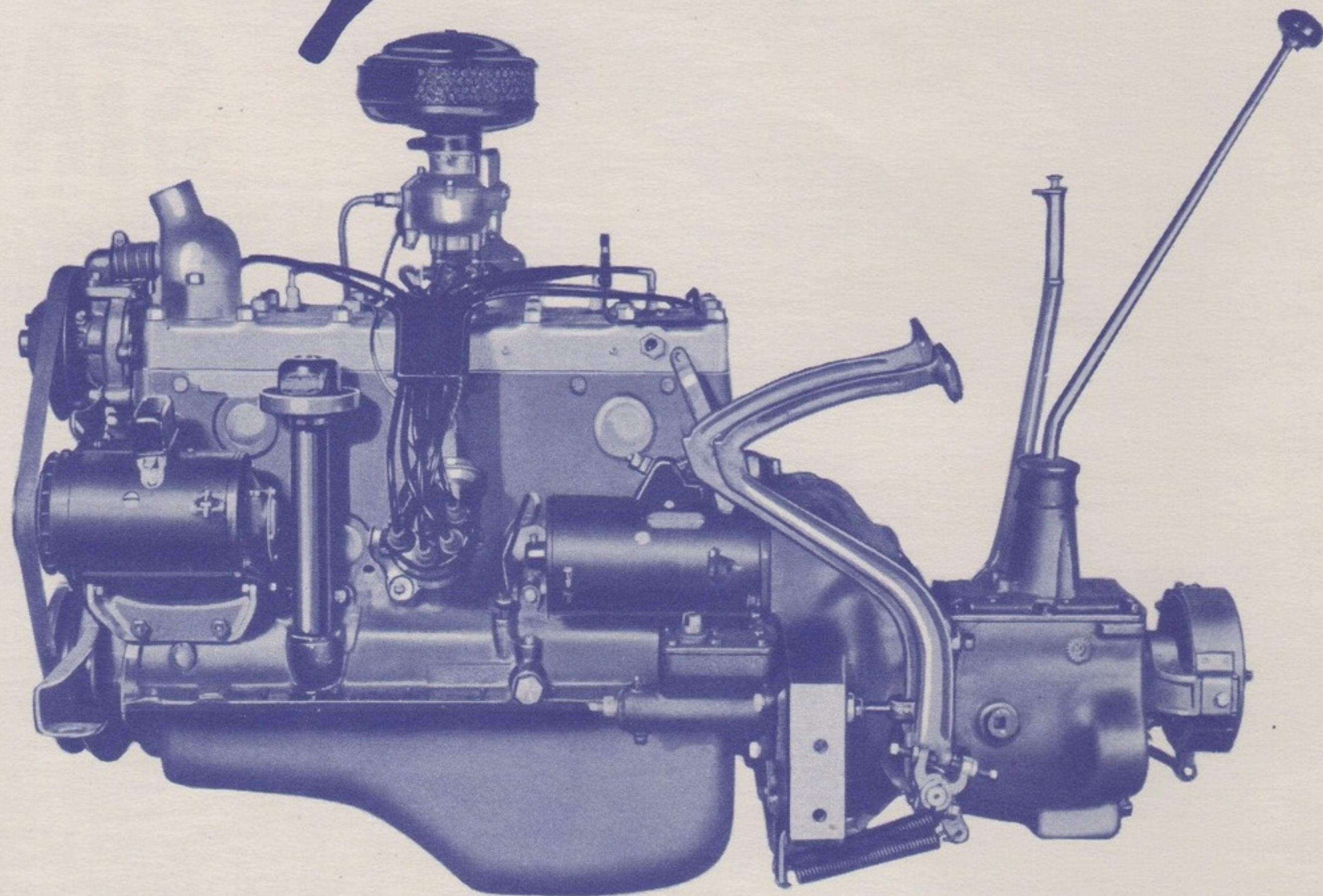
A GREAT ENGINE *that gives you* BOTH *Economy* AND *Power*

Brilliant engineering gives these Plymouth Commercial Cars their unmatched *economy* coupled with *full power*.

Engineers know that the more you compress engine fuel before igniting it, the more power you will get from the fuel and the less fuel you will use.

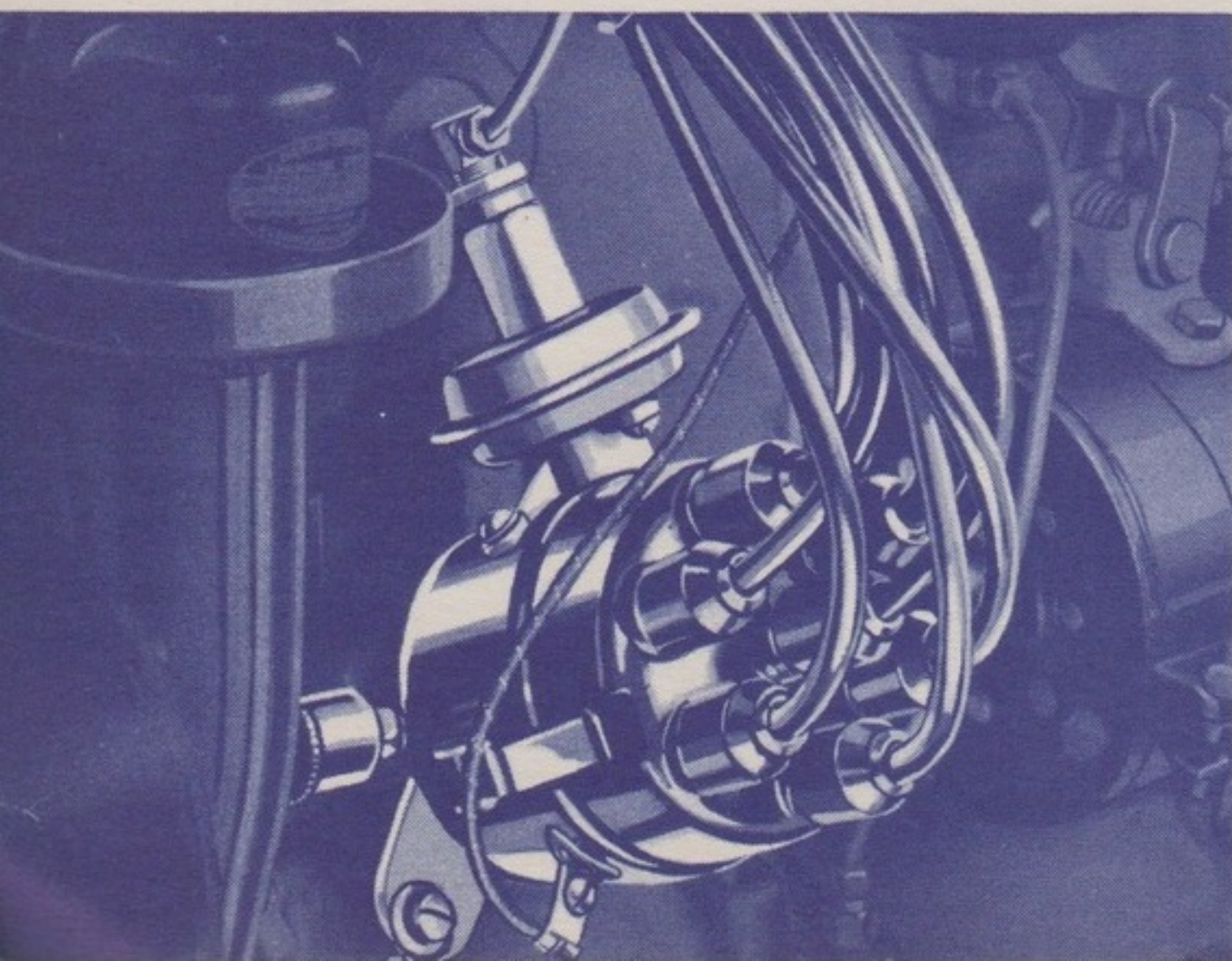
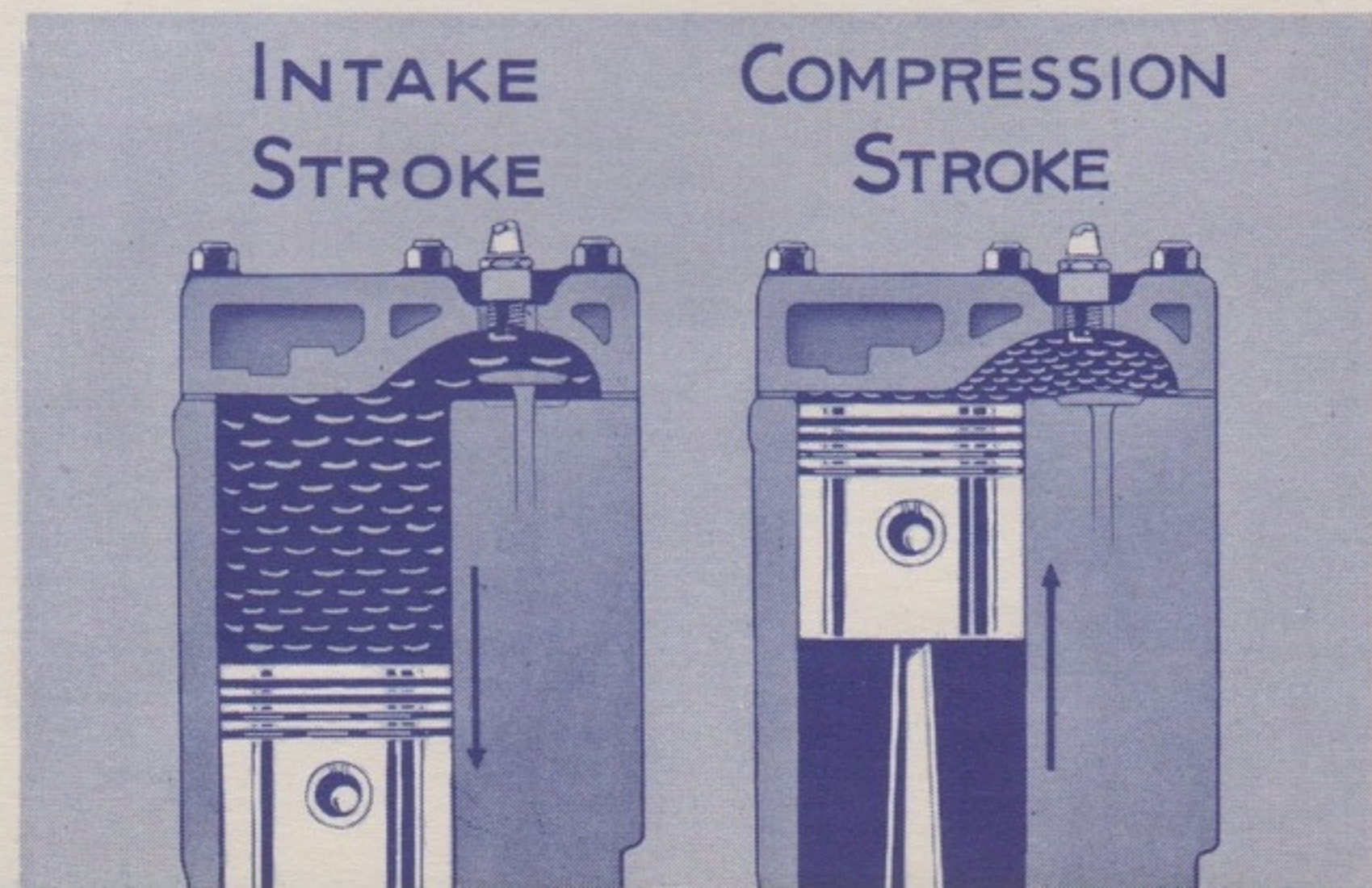
Plymouth Commercial Car engines have the super-high compression ratio of 6.7 to 1 . . . possible without spark knock and amazingly economical because of Calibrated Ignition

MAXIMUM of efficient operation is attained through Plymouth's Calibrated Ignition. The spark is maintained at advanced position by a vacuum from the engine manifold. During moments of sudden load application—such as in acceleration—the vacuum pressure is reduced and the spark momentarily retarded.

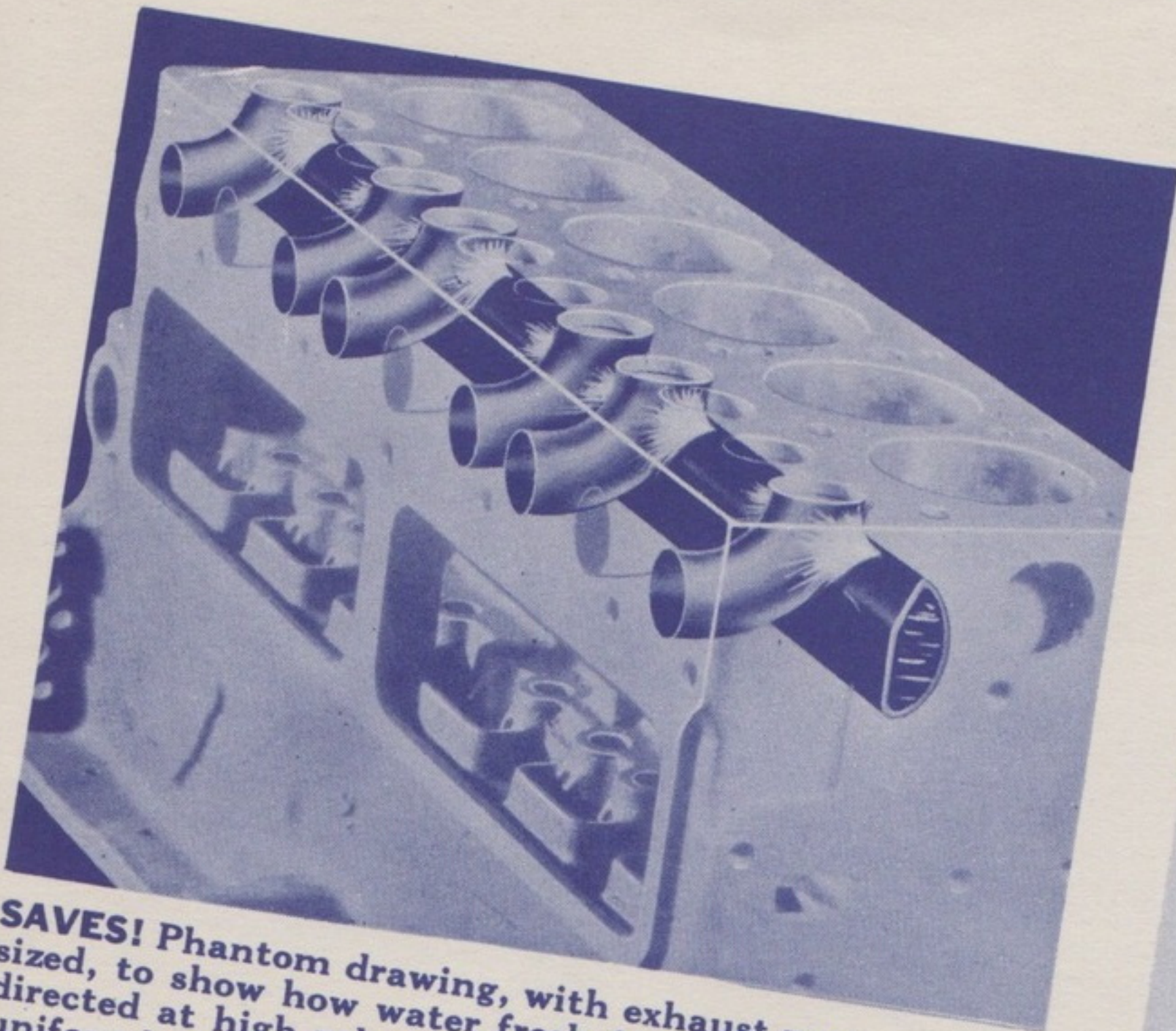


PREFERRED for permanent quietness and ease of servicing is the Plymouth L-head, six cylinder engine. It develops 70 horsepower at 3000 r.p.m. Plymouth alone of "All Three" is an L-head six. *Every* Plymouth engine is dynamometer tested for horsepower before being installed in a chassis.

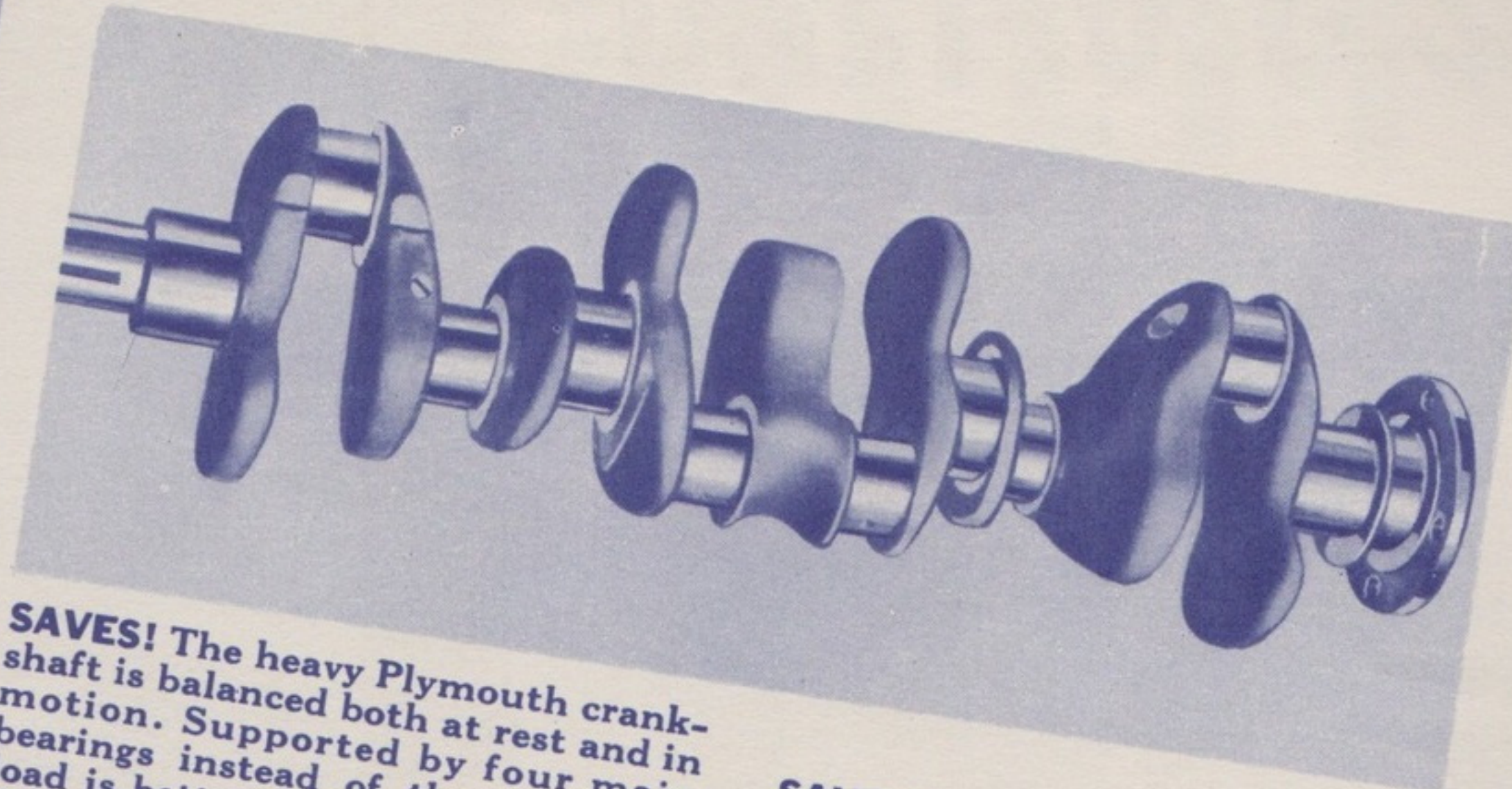
SUPER-HIGH Compression Ratio for super-economy. In the Plymouth engine, the vaporized fuel drawn into the cylinder by the INTAKE STROKE of the piston is compressed by the COMPRESSION STROKE into the space at the top of the cylinder which is only slightly more than 1/7 of the space it occupied during the intake stroke.



...WITH BRILLIANT LONG LIFE *Engineering*



SAVES! Phantom drawing, with exhaust ports emphasized, to show how water fresh from the radiator and directed at high velocity, cools all parts of the engine uniformly, saving oil and lengthening engine life.

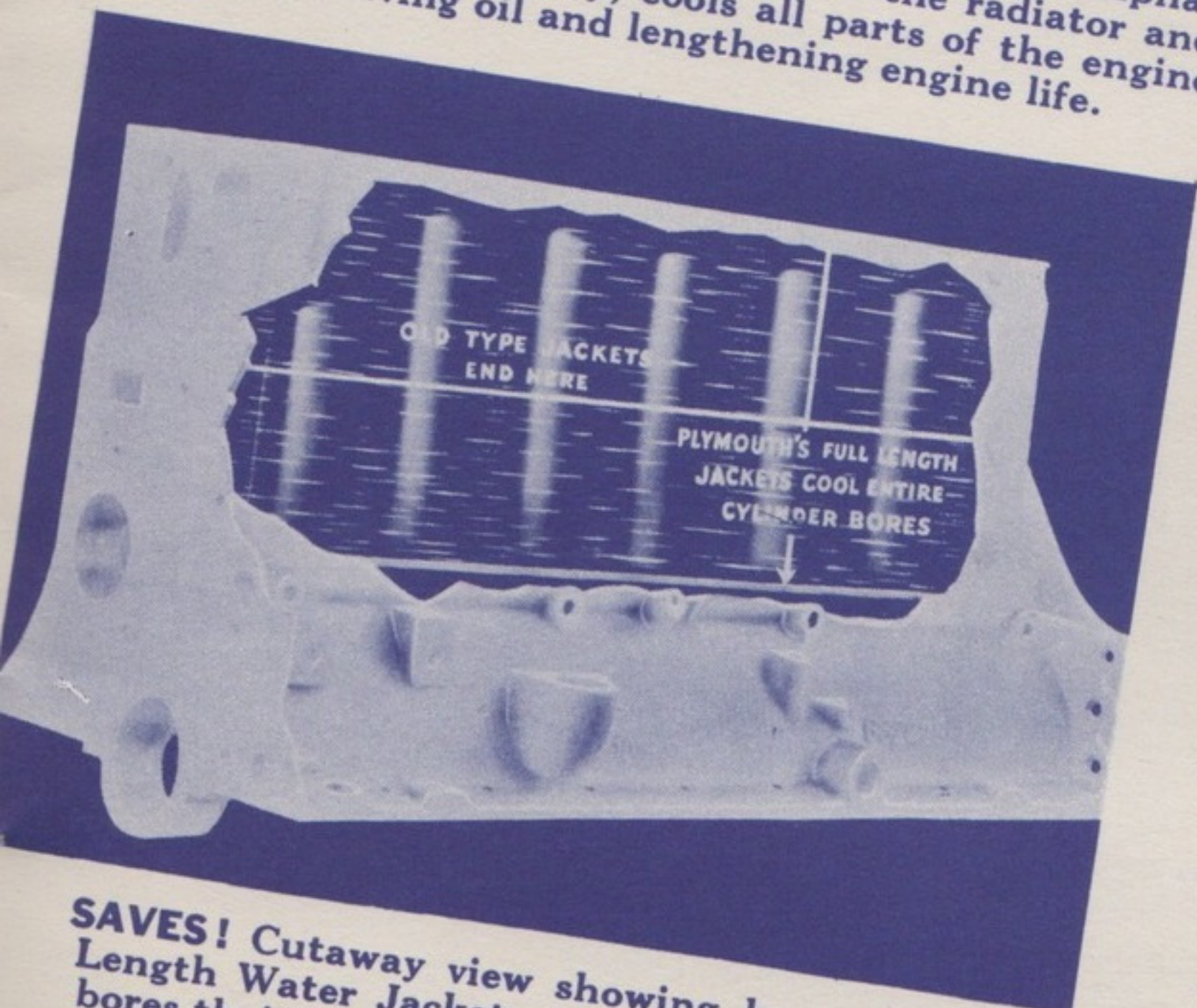


SAVES! The heavy Plymouth crankshaft is balanced both at rest and in motion. Supported by four main bearings instead of three, bearing load is better distributed and bearings last longer.

SAVES! (Right) Rings of hard, heat-resisting alloy are inserted in the cylinder block to form seats for the exhaust valves. By maintaining the close seal between valve and valve seat, they save fuel and valve grinding expense.



SAVES! All camshaft bearings, connecting rod bearings and main bearings receive oil under positive pump pressure. Full pressure lubrication saves by guarding against repairs made necessary by insufficient lubrication.

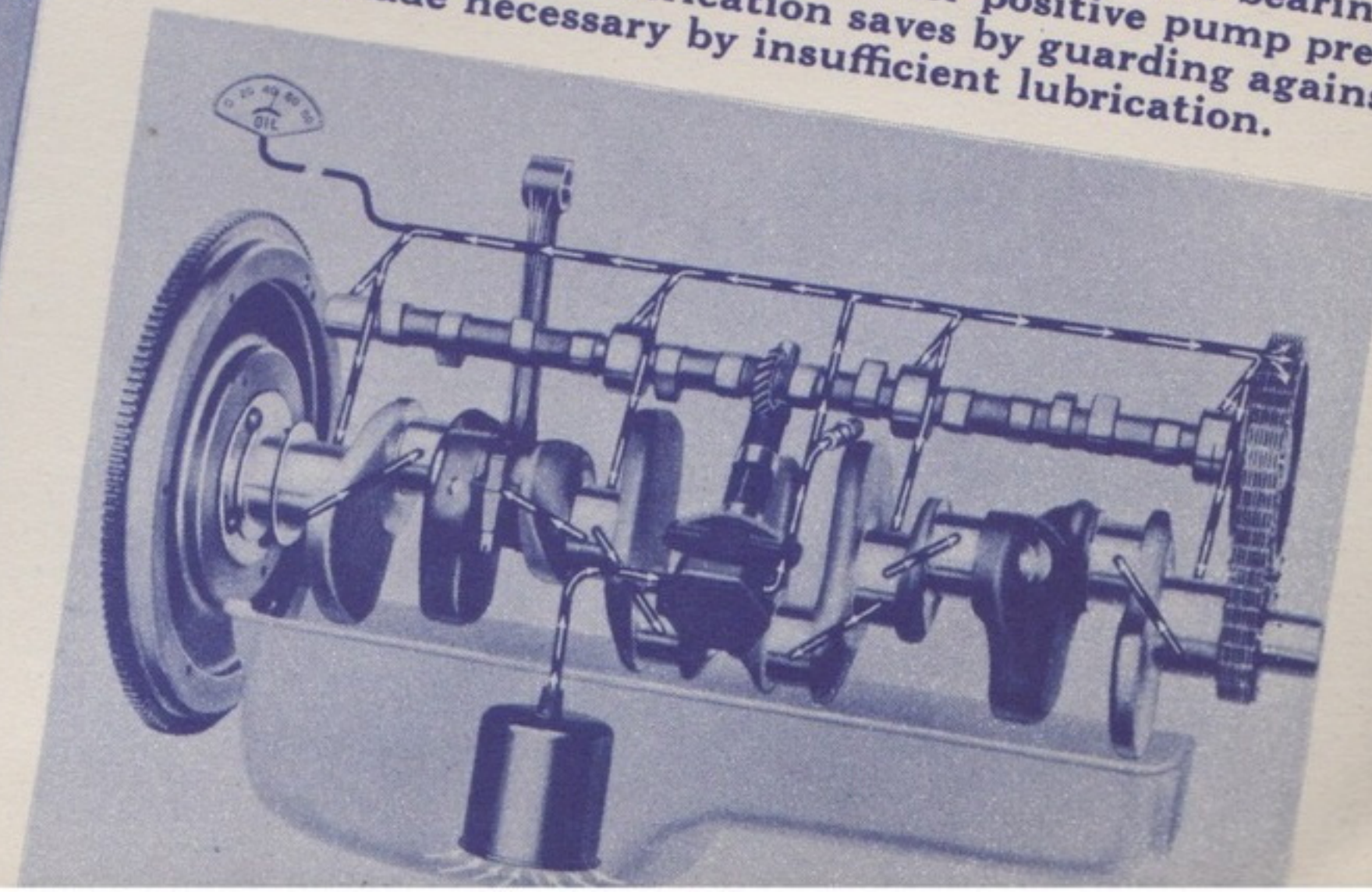
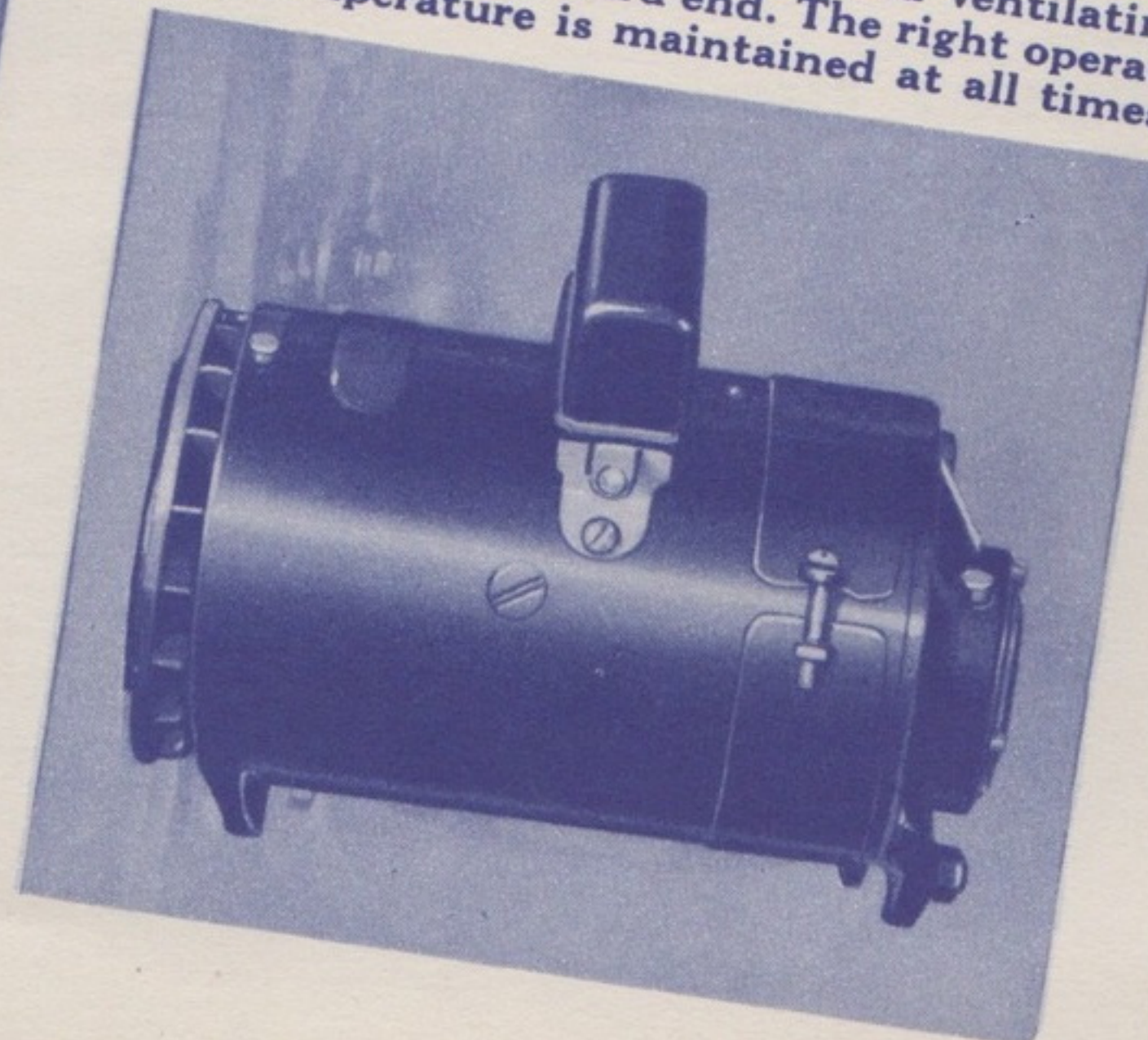


SAVES! Cutaway view showing how, with Full Length Water Jackets, the water cools cylinder bores their whole length, lowering the temperature of the crankcase oil as much as 50°, lengthening its life and prolonging its usefulness as a lubricant.

SAVES! Lightweight aluminum alloy pistons reduce the loads on bearings. Four rings per piston for perfect compression and oil saving. Removable, precision type connecting rod bearings for easy, inexpensive servicing.



SAVES! For longer life and less frequent service attention, the generator is air-cooled by means of a vacuum fan and ventilating louvers at the forward end. The right operating temperature is maintained at all times.

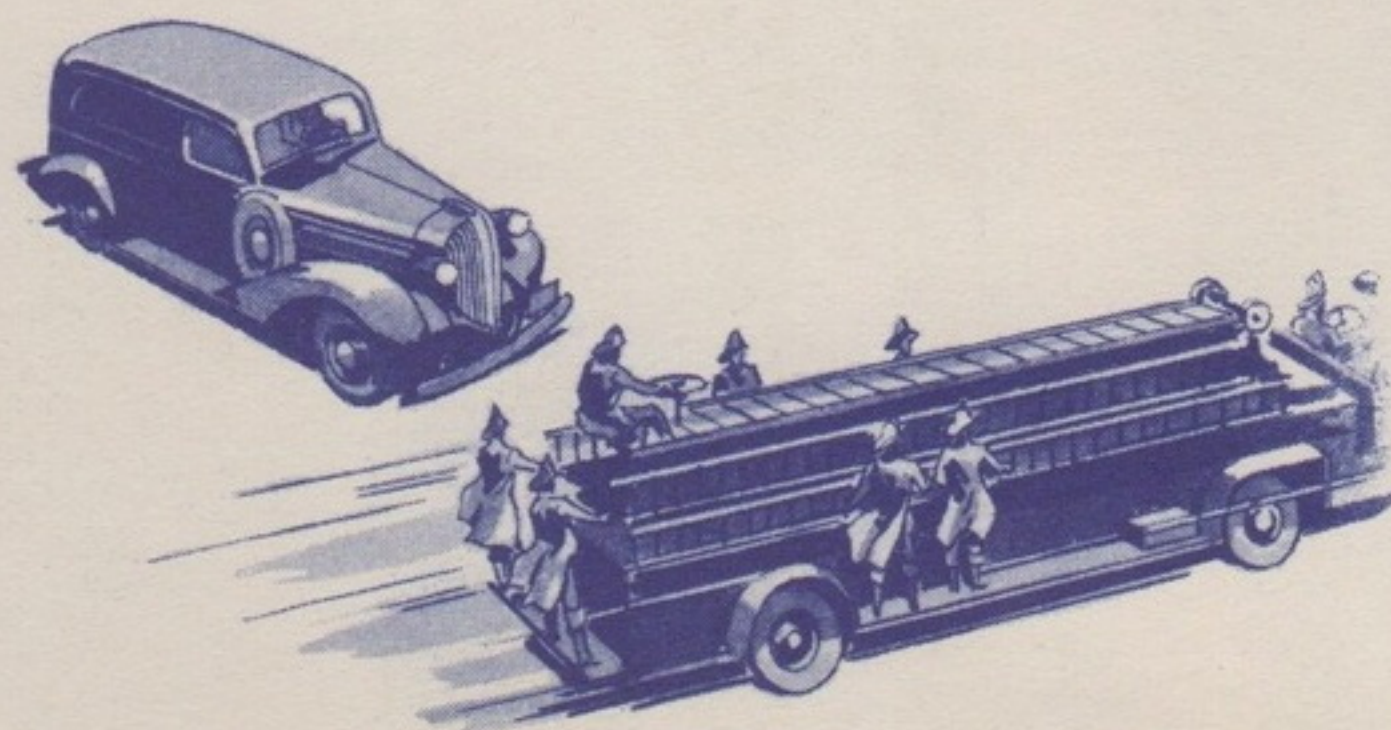


ECONOMY INSURANCE *in* *Controlled* STOPPING BRAKES *are* 100% HYDRAULIC

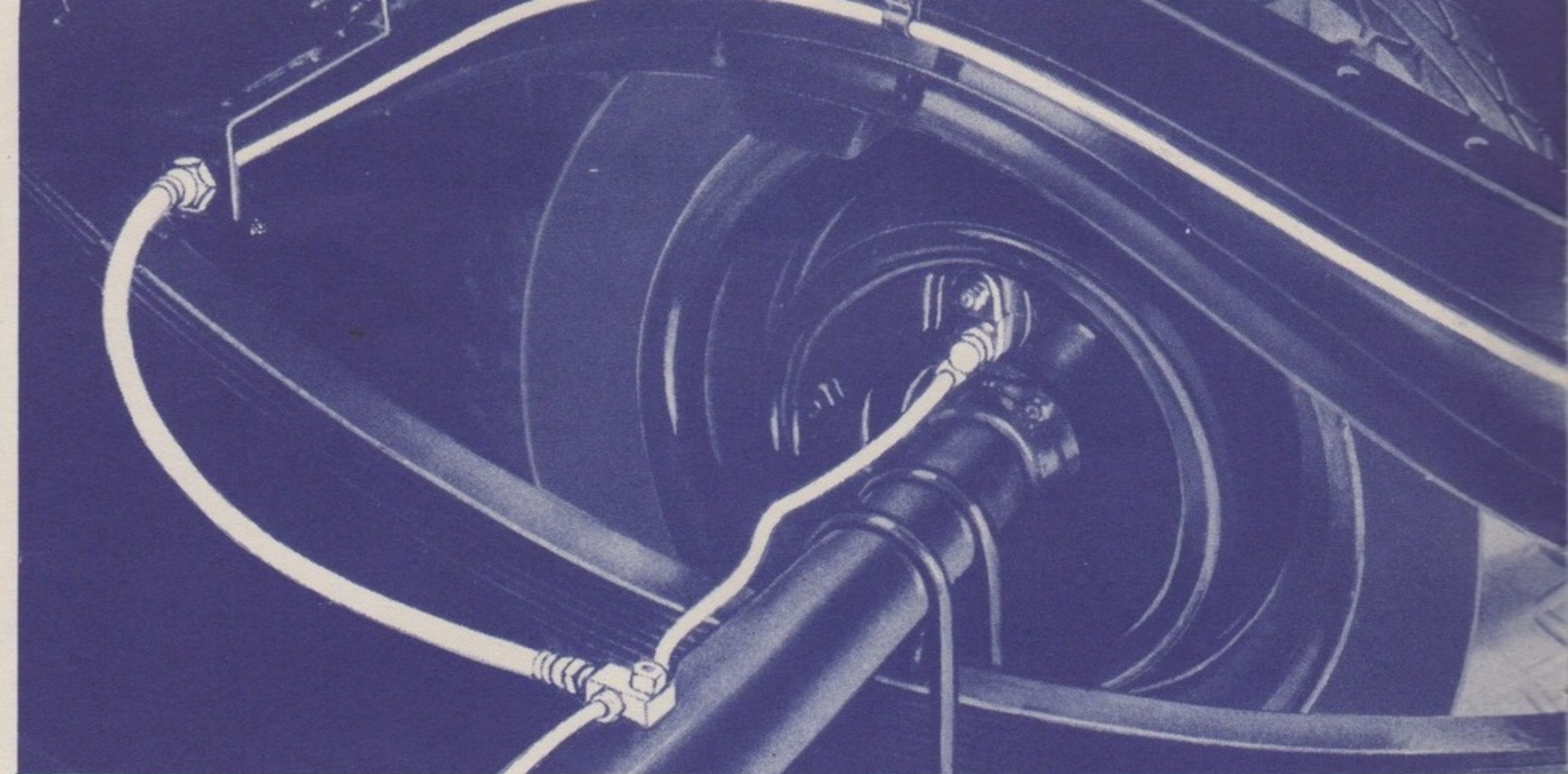
Plymouth's genuine hydraulic brakes are the simplest kind of brakes, as well as the safest. There are no cables, rods or toggles to wear and require frequent adjustment. They do not require the repeated equalizing adjustments that are often a constant source of expense with other types of brakes.

With Plymouth brakes, stopping is always under the driver's control. The brakes themselves cannot set up any uncontrolled braking action as the only pressure used for braking is that exerted by the driver on the pedal, which is transmitted entirely by hydraulics to all four wheels.

Thus stopping is safer, particularly on slippery streets; and brake facings remain effective longer than is the case where uncontrolled braking action takes place.

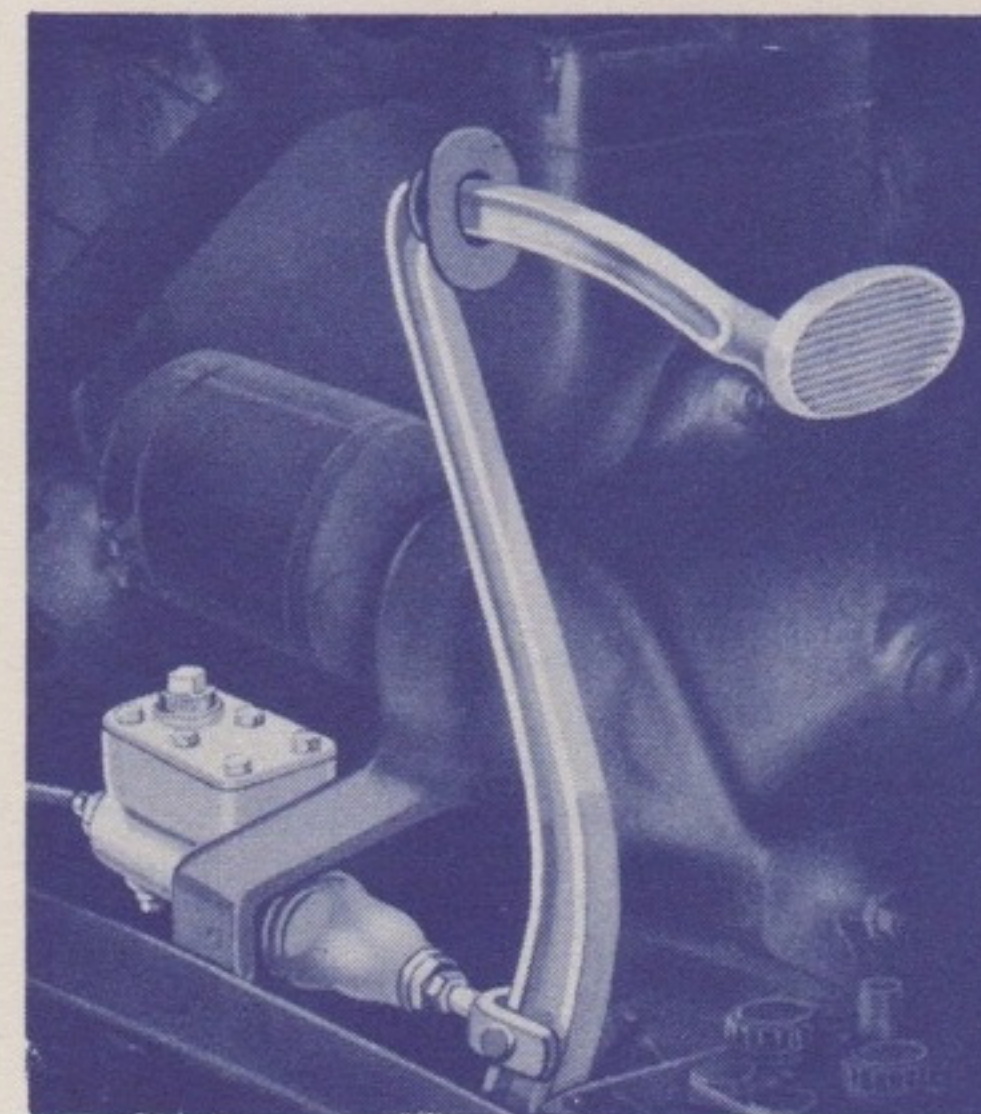


SHIELDED! The heavy steel tubing through which hydraulic pressure is transmitted from the master cylinder is carried in the frame channel . . . shielded.



SIMPLE! No rods, joints, cables or toggles. This heavy brake tubing withstands 15 times the pressure it would be subjected to in normal use.

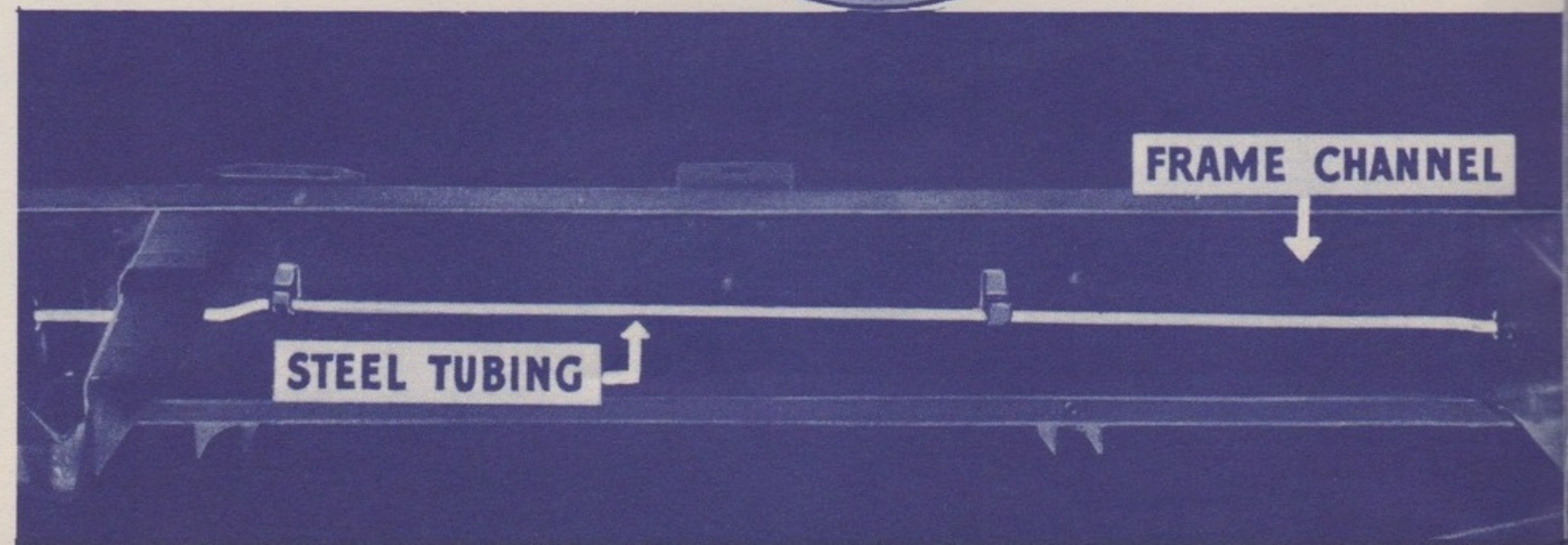
EQUAL PRESSURE! Foot pressure on the pedal actuates the piston in the master cylinder and is transmitted *equally* and *at the same instant* to all four wheels.



DOUBLE ACTION! Both brake shoes at each wheel are actuated hydraulically. To equalize wear on facings and make them last longer, the rear pistons in wheel cylinders are larger than front pistons (right).

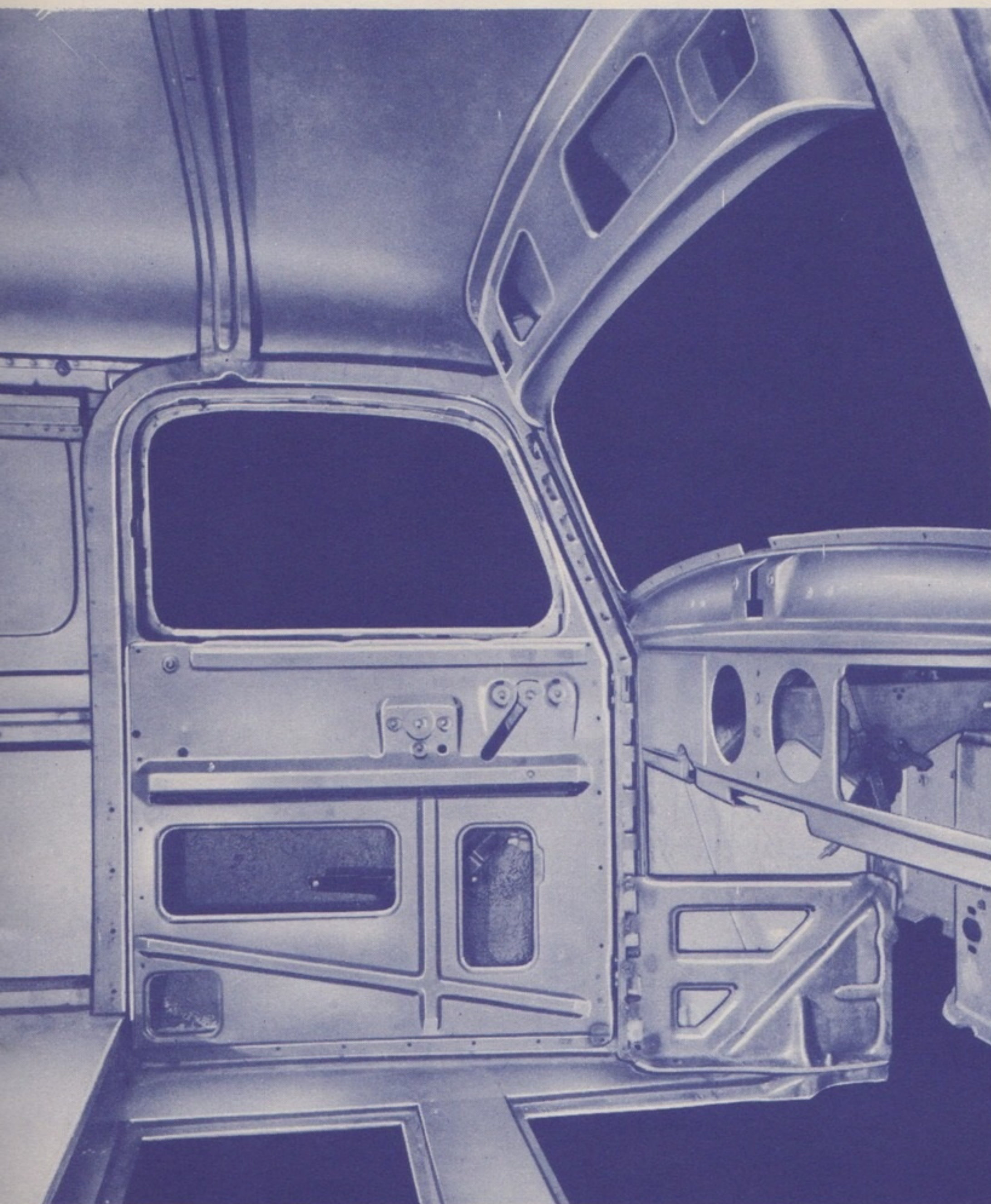


LONGER LIFE to brake facings and tires because of the firmness and smooth braking characteristics of cast iron combined with the lightness and quick cooling qualities of steel.



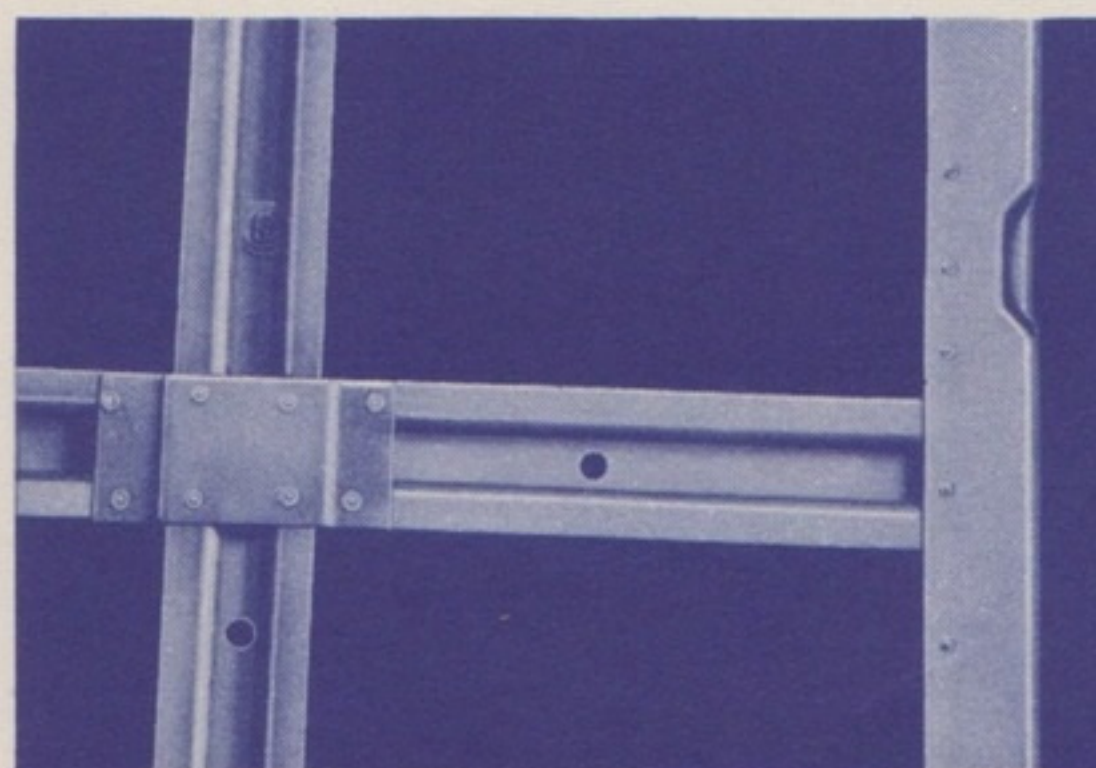
For

UTMOST STRENGTH *and* LONGEST LIFE SAFETY STEEL



EXTRA STRENGTH! On Plymouth Commercial Cars, cabs are of Safety Steel. Note the special reinforcing members between cowl and floor, the box-section pillar construction, the steel doors and the steel top. Safety Steel means not only greater safety for drivers, but longer life, less upkeep expense for bodies.

Steel for strength and safety has always been a guiding principle of the engineers who built these great Plymouth Commercial Cars. For years, Chrysler Corporation engineers have been designing commercial car bodies that *make* money for owners through increased carrying space . . . that *save* money through amazingly low upkeep cost.

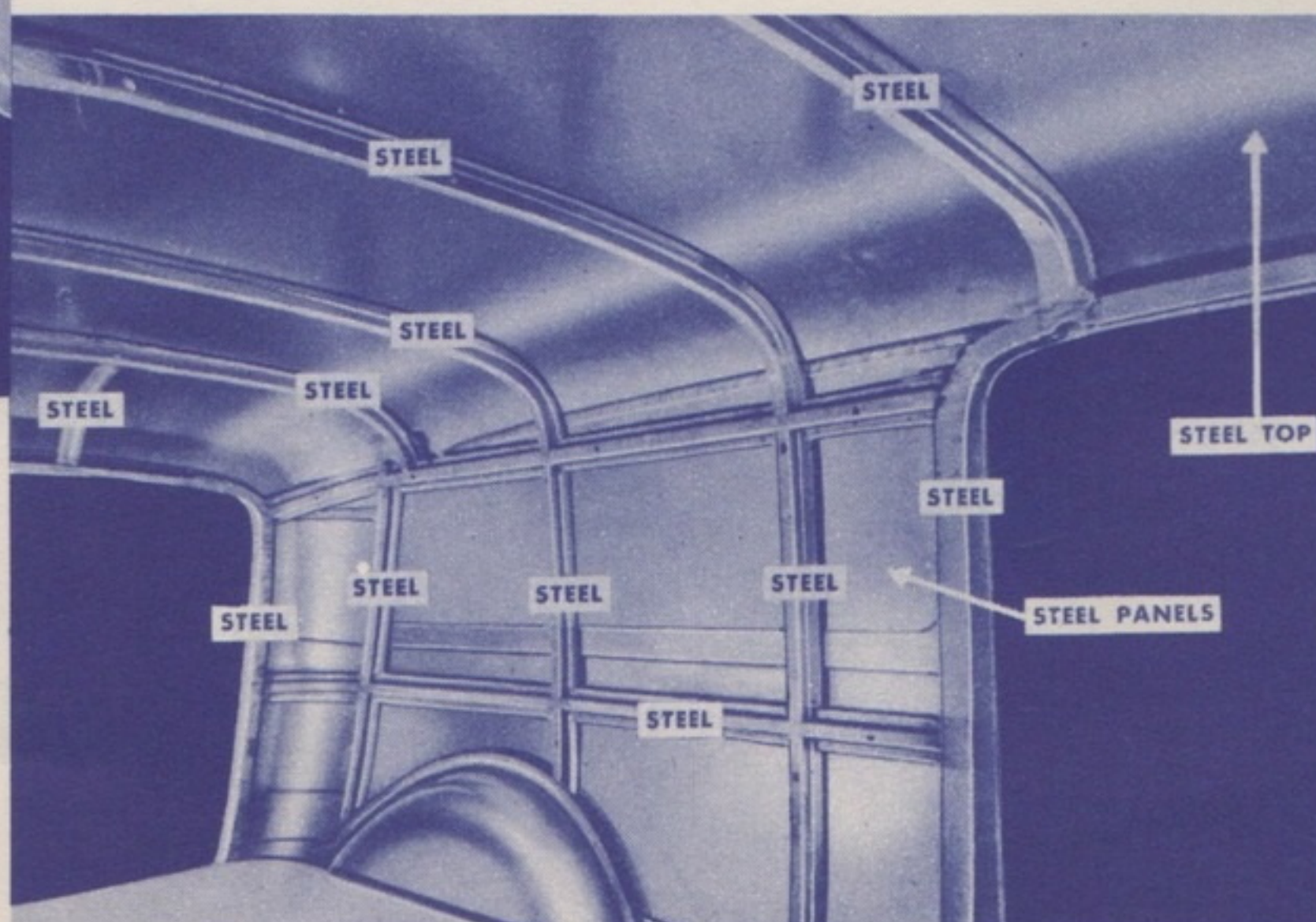


Safety Steel means greater safety for drivers, better protection for loads. And from the viewpoint of costs, Safety Steel means longer life for equipment, less expense for adjustments.

EXTRA STRENGTH! This close-up view shows the extra-rigid, sturdy construction of the channel iron reinforcing members used in the Plymouth Commercial Sedan.

EXTRA STRENGTH! Note the steel pillars to which steel side panels are welded . . . and the stout steel cross-bows reinforcing the solid steel top of the Plymouth Commercial Sedan.

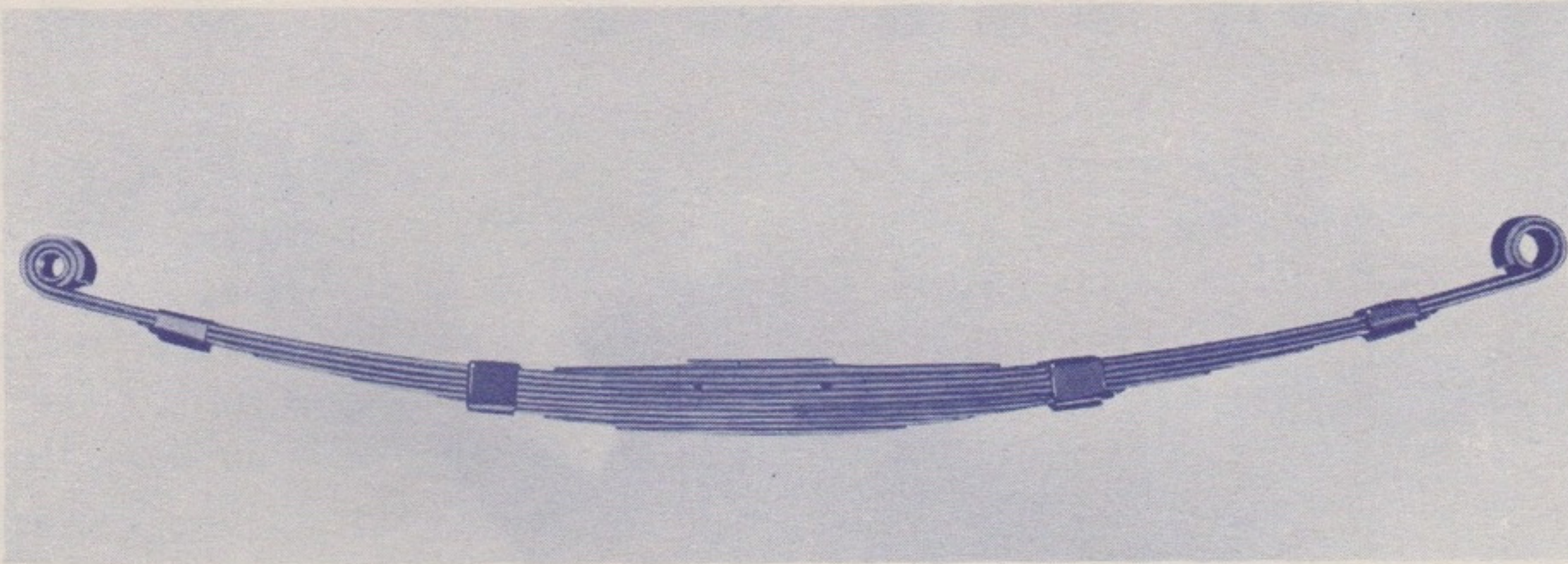
EXTRA STRENGTH! Even the wide rear door of the Plymouth Commercial Sedan is completely of steel. An all-steel door cannot warp or shrink.



LONGER LIFE-INCREASED EFFICIENCY-LOWER COSTS

Result from **BALANCED WEIGHT DISTRIBUTION**

LONG LIFE! Plymouth springs are of special Amola steel—much stronger and longer lived than ordinary steel. Front springs are 36 inches, rear springs 52 inches long.



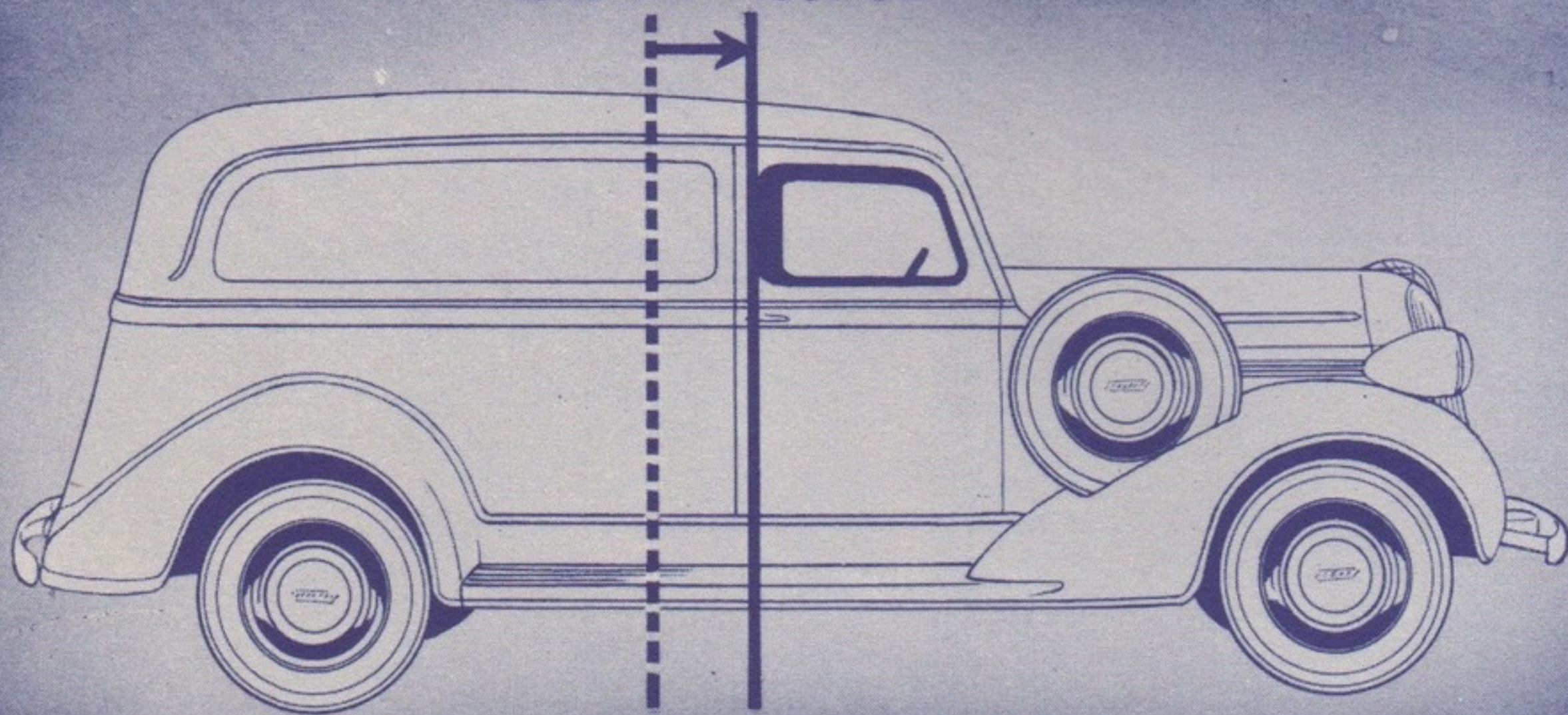
Experienced commercial car operators know that a balanced load is an easier load to haul. Plymouth engineers solved the problem of balance by developing extra-strong Amola steel springs. This made it possible to move weight forward and still have front springs of unusual flexibility.

With this equalization of load between the axles, Plymouth front springs carry approximately the same amount of load

as rear springs. Spring action, or "frequency" of front and rear springs, is balanced to give a smooth, level ride.

With load distributed evenly, all parts of the vehicle, including tires, last longer, resulting in important savings in upkeep cost. And this modern way of redistributing weight helps importantly in giving Plymouth Commercial Cars their smartly stylish appearance.

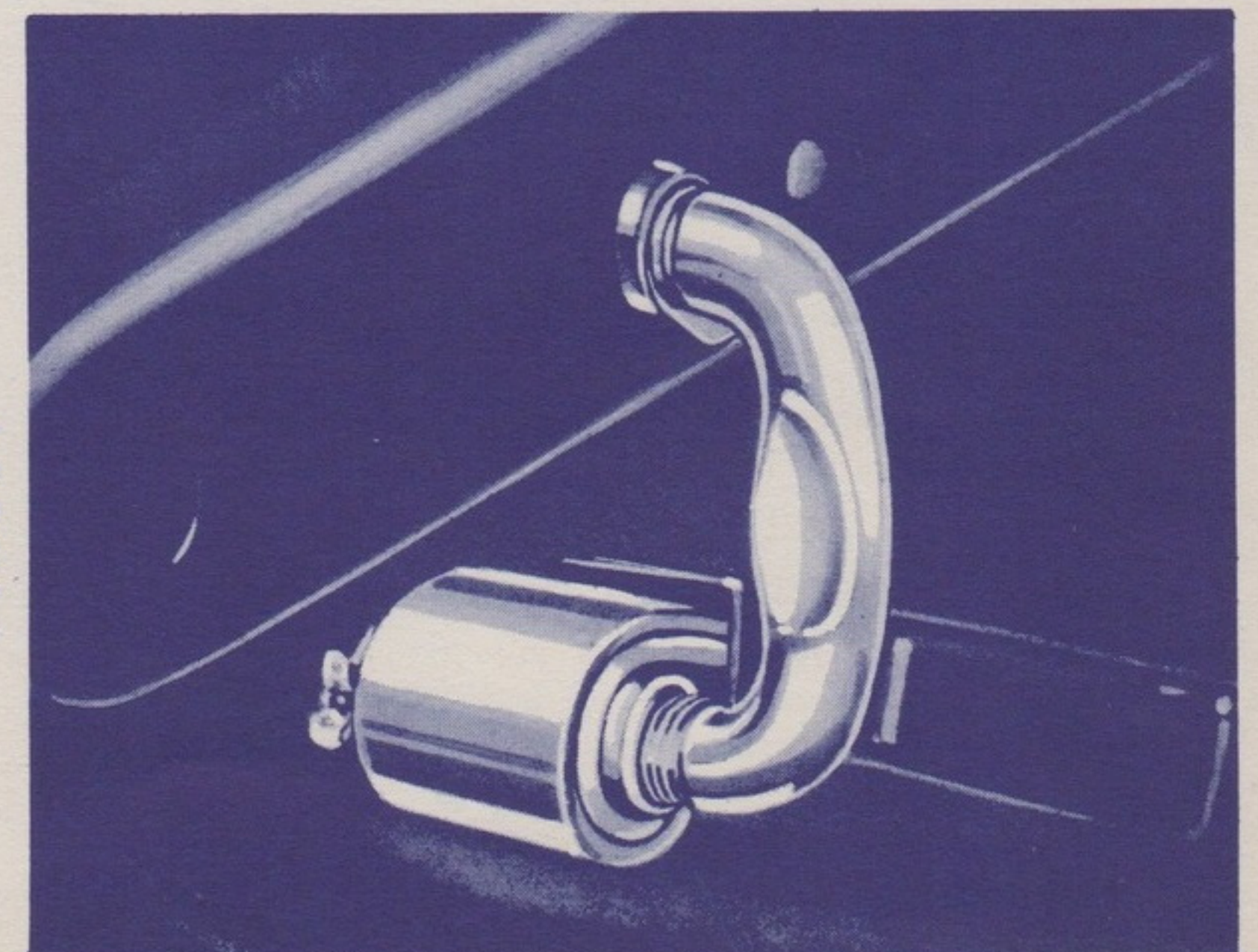
WEIGHT MOVED FORWARD GIVES BETTER
LOAD DISTRIBUTION



INCREASED EFFICIENCY!

Diagram shows how, with Balanced Weight and Springing, load is moved farther forward in relation to the axles, increasing hauling efficiency and reducing upkeep expense.

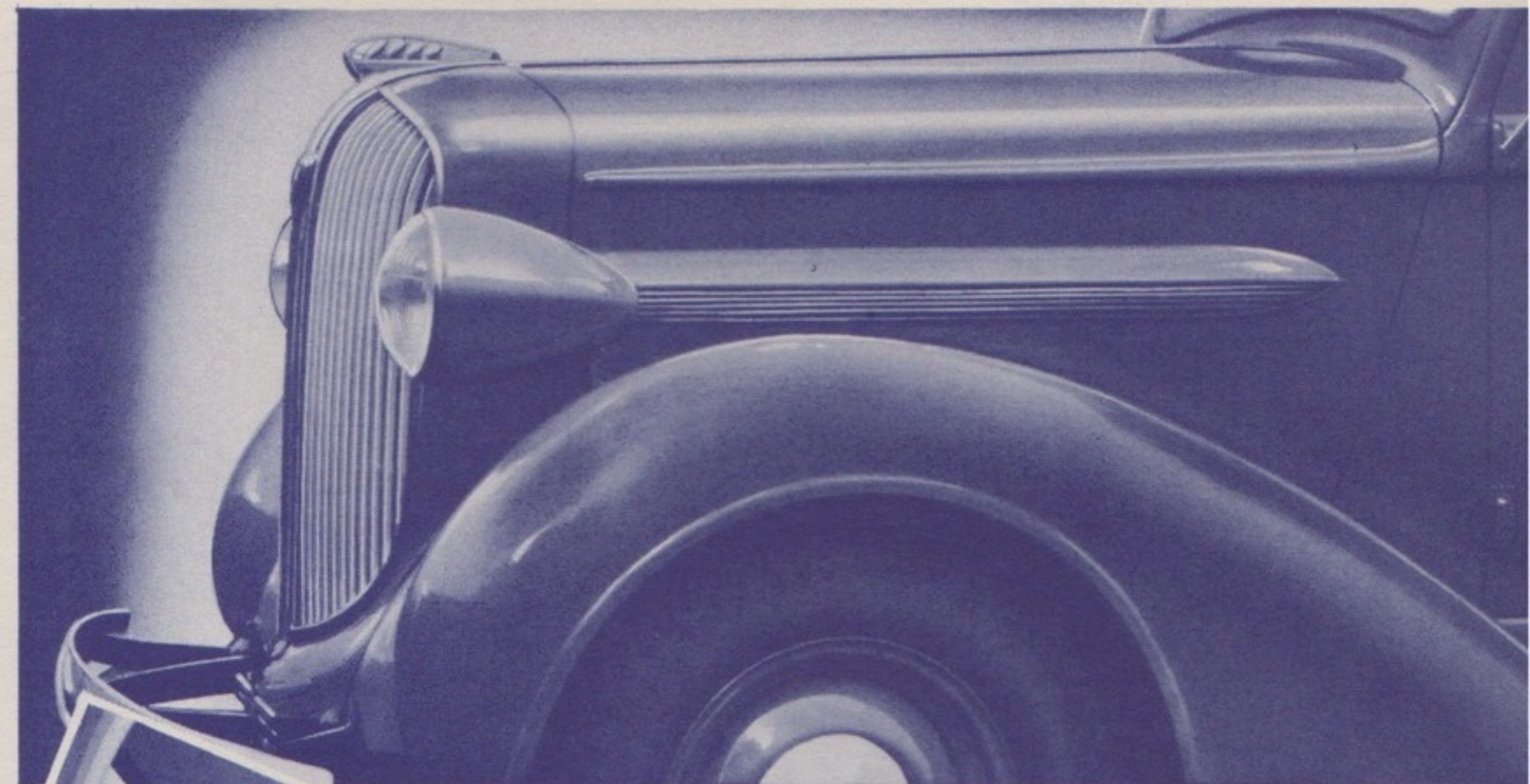
LESS ATTENTION for lubrication is required for these silent threaded U-shackles than for ordinary spring shackles, as the threads retain lubricant and give perfect freedom of action.



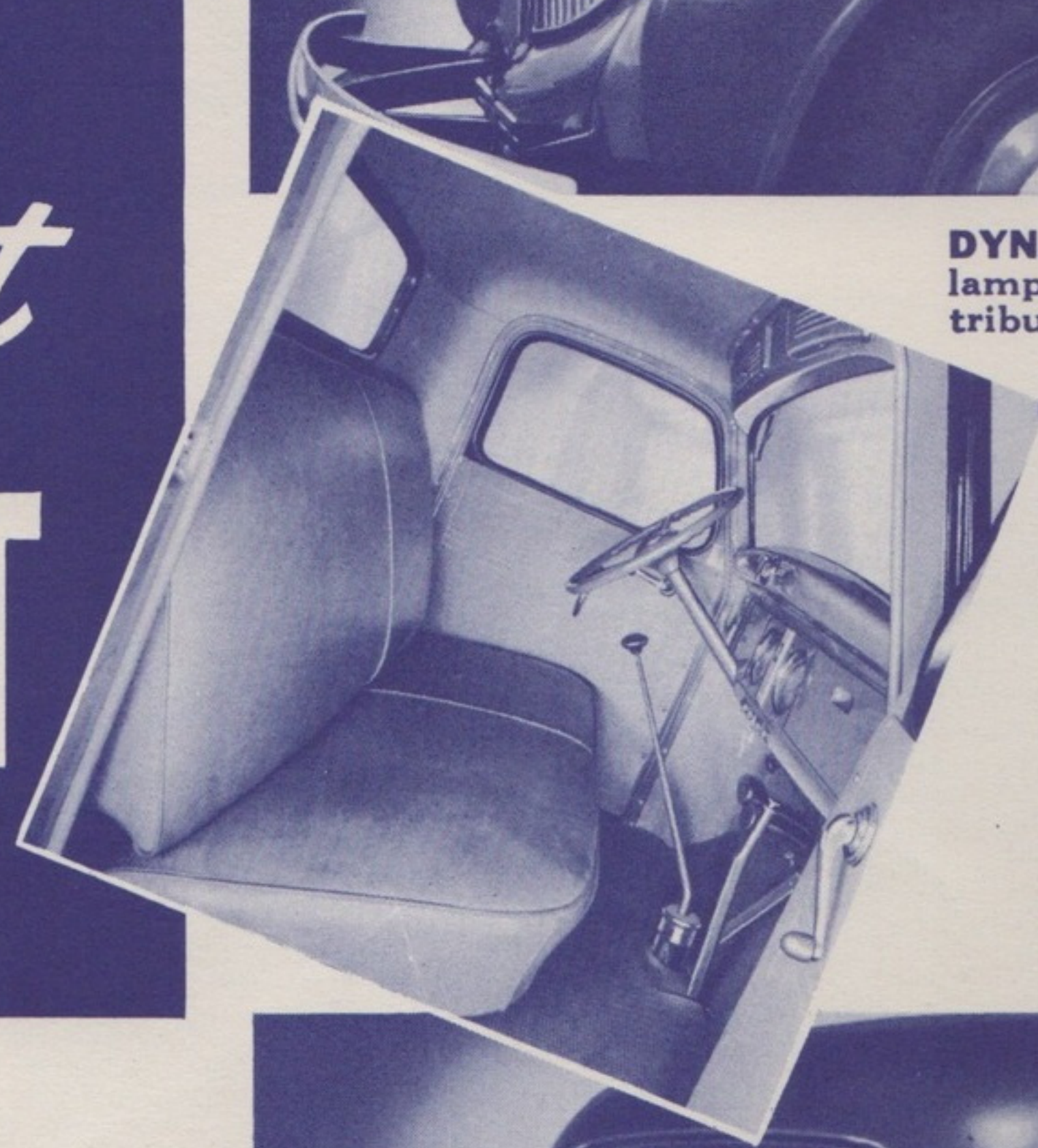
PLYMOUTH'S *Modern Styling* GIVES YOU EXTRA VALUE *at* NO EXTRA COST

Your first sight of a Plymouth Commercial Sedan or Pick-Up tells you that here is a car on which you'll be proud to display your name. For to commercial cars with unusually long life and economy of operation, Plymouth adds the smartest of modern styling.

The distinguished appearance of Plymouth Commercial Cars is an important *extra value* to the commercial car operator who appreciates the advertising advantage that smartly styled, modern looking equipment gives to his business.

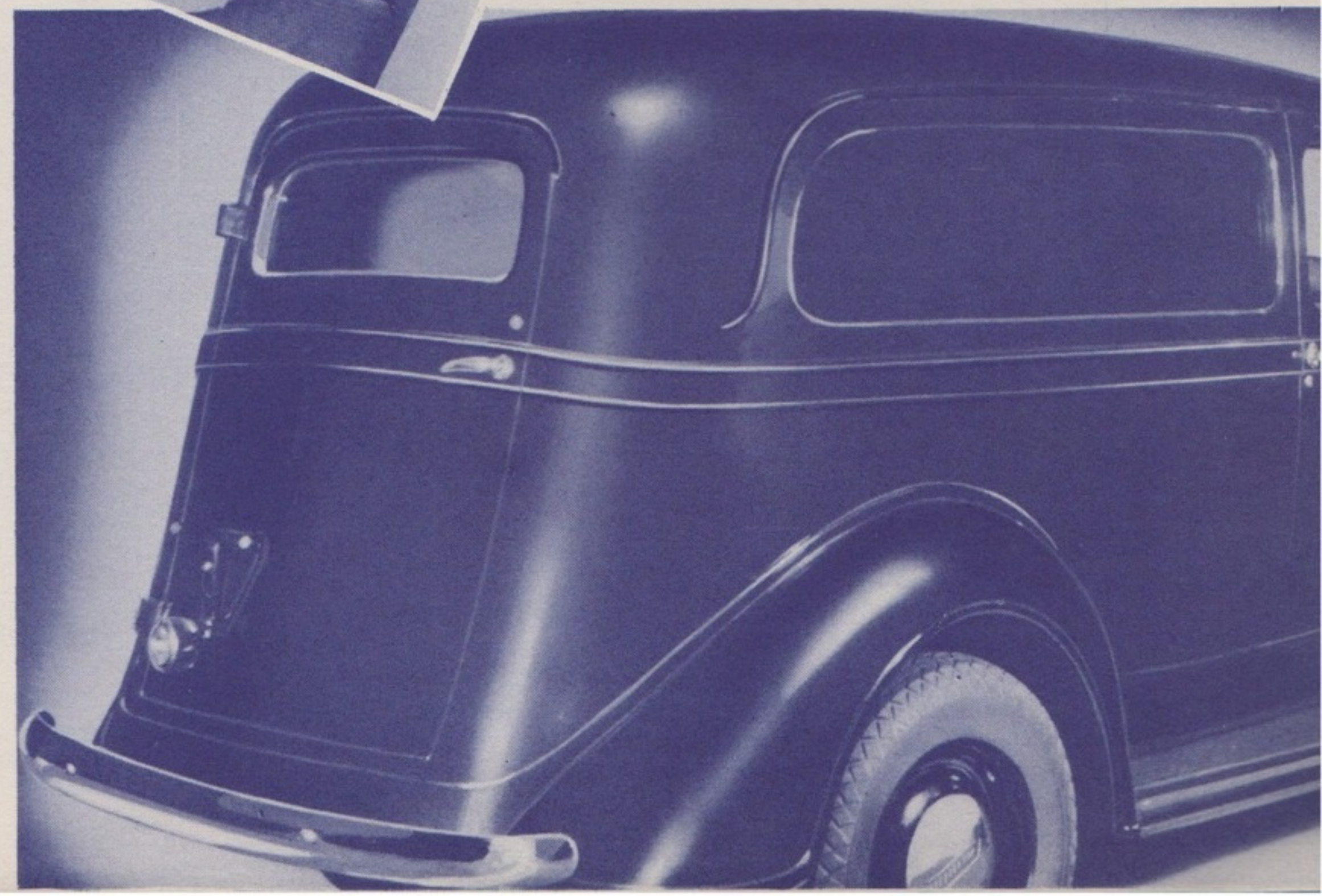


DYNAMIC! The long hood, airstreamed headlamps and modernistic louvre design all contribute to the sparkling new style of Plymouth Commercial Cars.



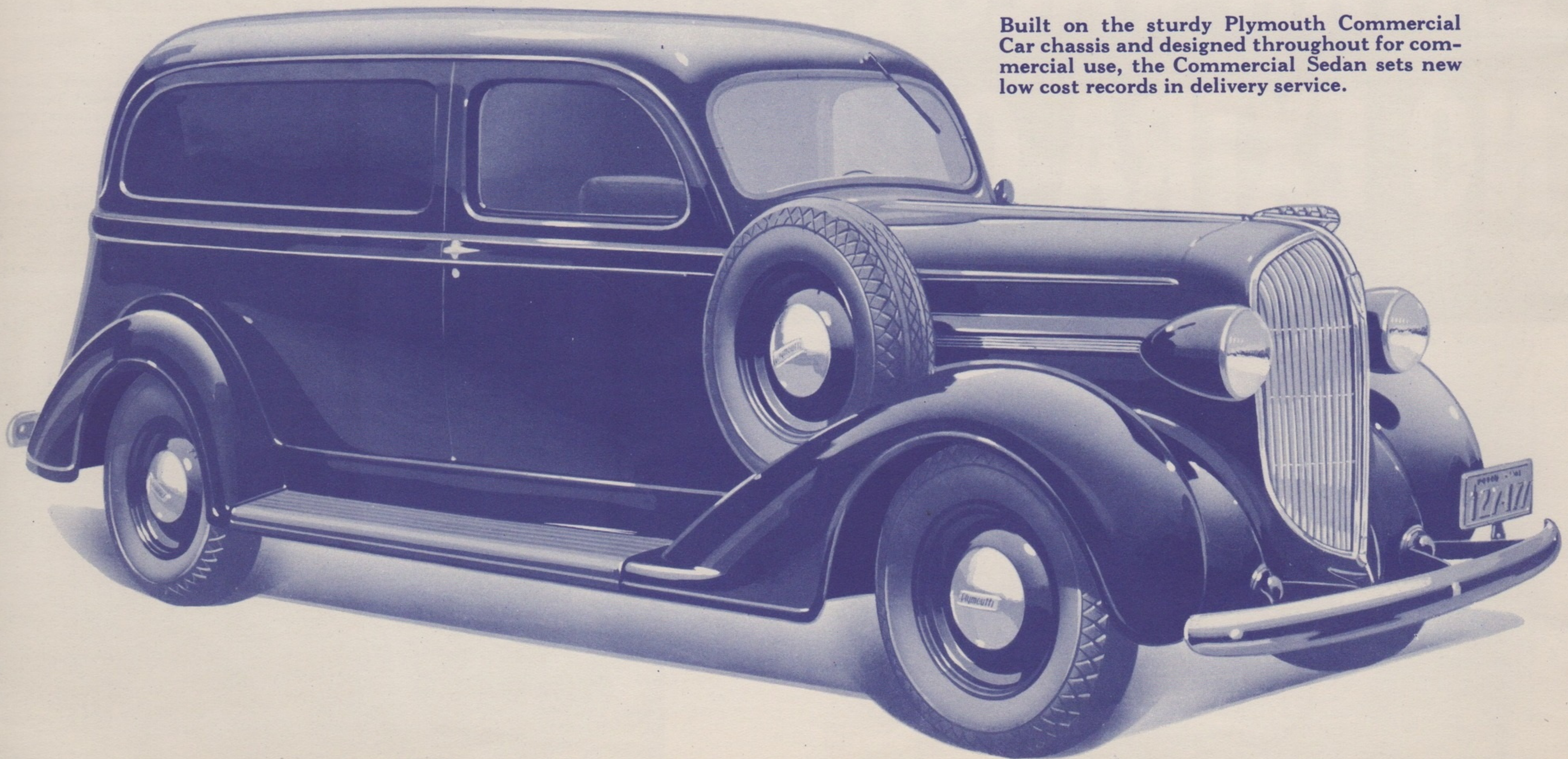
SAFETY STYLING recesses controls flush with the instrument panel for greater safety, added smartness. Upholstery is heavy, leather-finished fabric in modern gray.

SMART! Gracefully sweeping fenders; lines that flow unbroken down from the beautiful steel top to the very bottom of the sloping rear panel; the belt moulding carried back from the side panels across the door combine to make the rear view of the Plymouth Commercial Sedan exceptionally attractive.



1938 PLYMOUTH *Commercial Sedan*

Built on the sturdy Plymouth Commercial Car chassis and designed throughout for commercial use, the Commercial Sedan sets new low cost records in delivery service.



All the great Plymouth better engineering features which result in longer life and lower costs are built into the 1938 Plymouth Commercial Sedan.

The handsome, roomy steel body is mounted on the special Plymouth Commercial Car chassis. An unusual combination of the smart styling which gives valuable prestige to a business and generous carrying space and economical operation which permits a commercial car to earn more money for its owner!

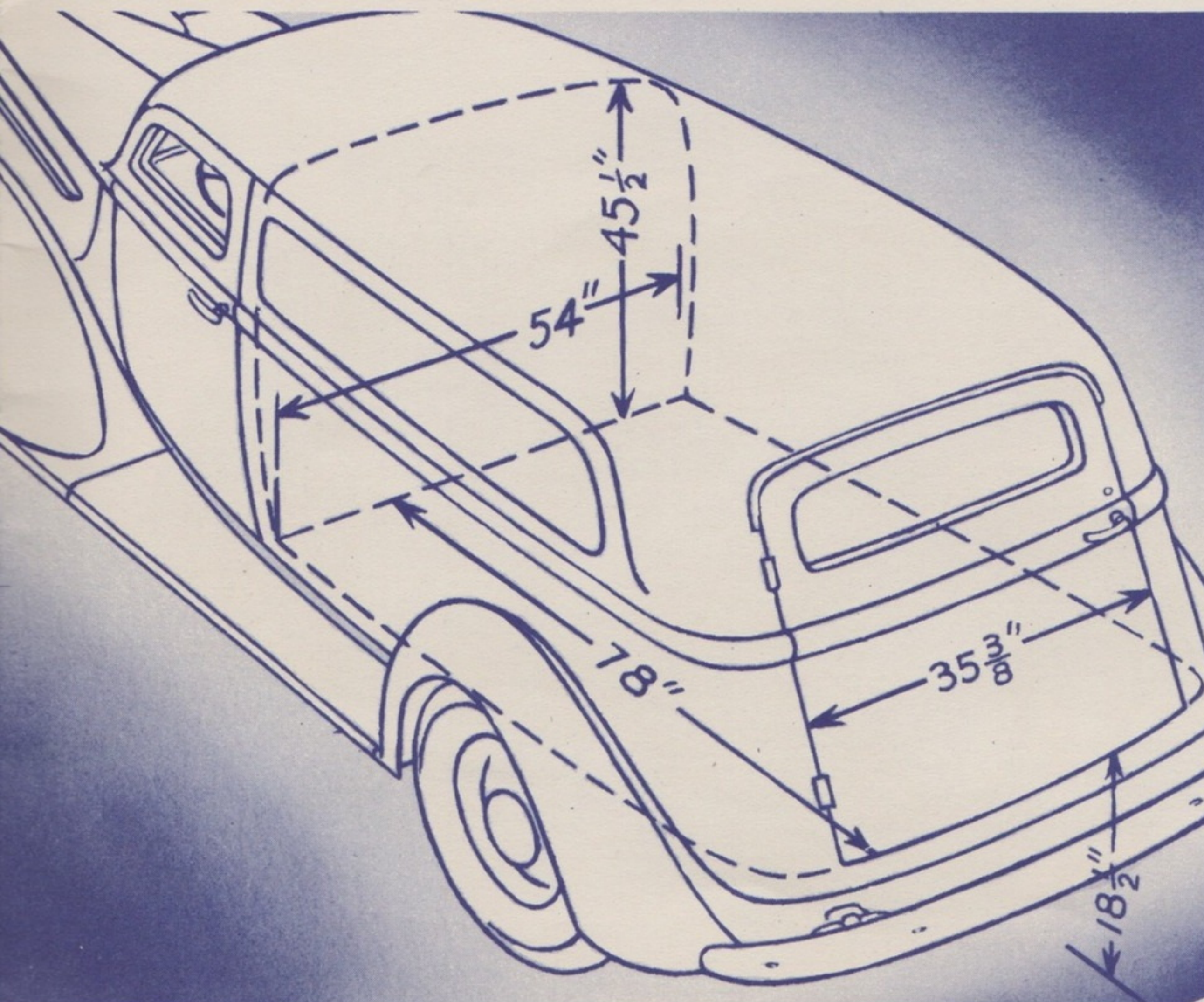
The load compartment is open behind the driver's seat and is easily accessible from the front for side unloading.

The driver's compartment has been made particularly roomy and comfortable without sacrifice of load space. Upholstery is heavy, leather-finished fabric, long wearing and easy to keep clean.

The 1938 Plymouth Commercial Sedan is an ideal delivery car for every user who needs a roomy enclosed car for rapid delivery purposes.



INTERIOR DIMENSIONS: Length of floor of load compartment, 78"; width of floor, 54"; width at belt, 55⁷/₈", width between wheel housings, 47¹¹/₁₆". Height, 45¹/₂". Height of door opening, 36¹/₈". Width of door opening, 35³/₈". Height, floor to ground (without load) approximately 18¹/₂".

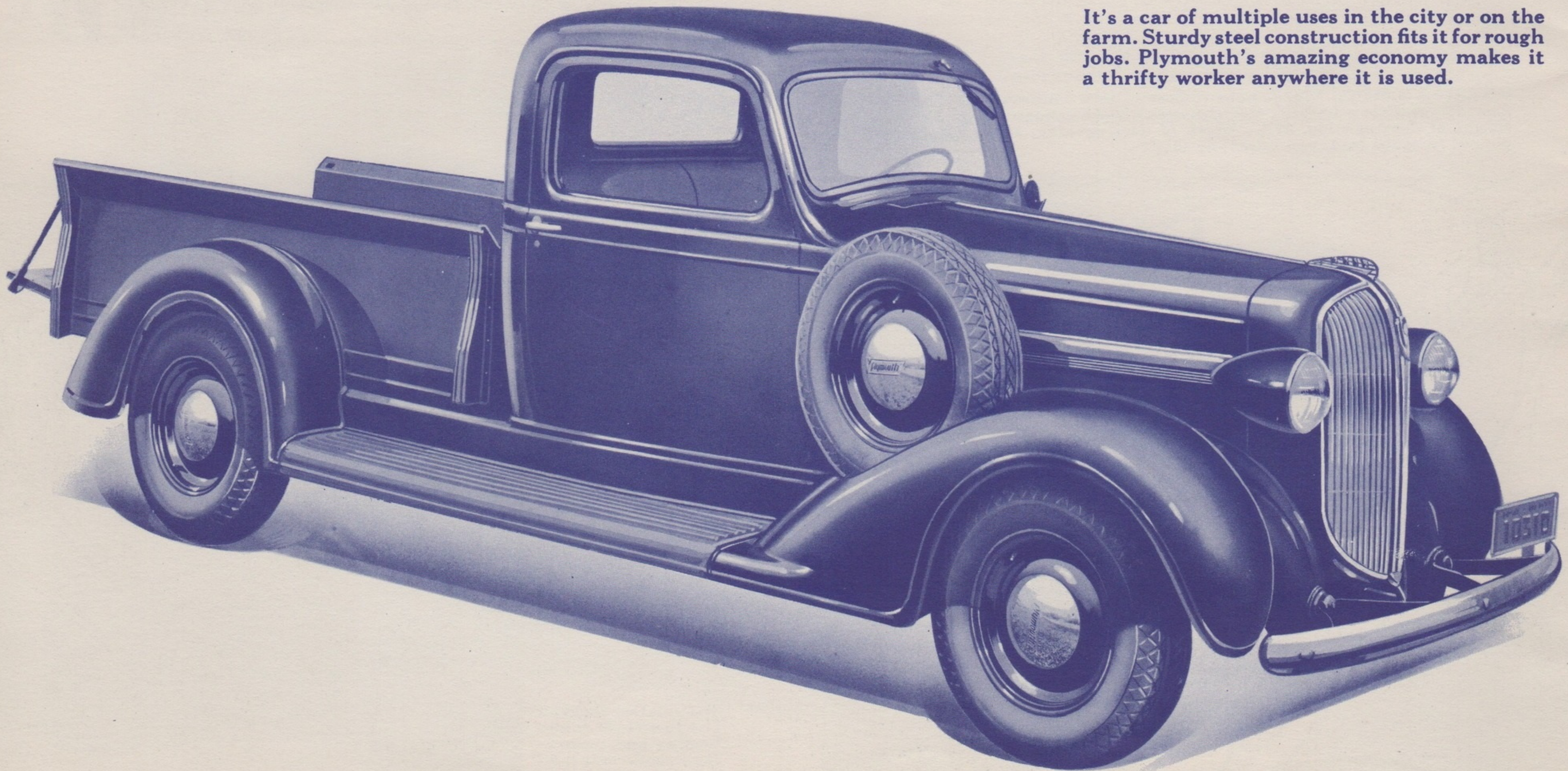


The wide rear door and the low floor make loading and unloading exceptionally easy.

1938 PLYMOUTH

Commercial PICK-UP

It's a car of multiple uses in the city or on the farm. Sturdy steel construction fits it for rough jobs. Plymouth's amazing economy makes it a thrifty worker anywhere it is used.



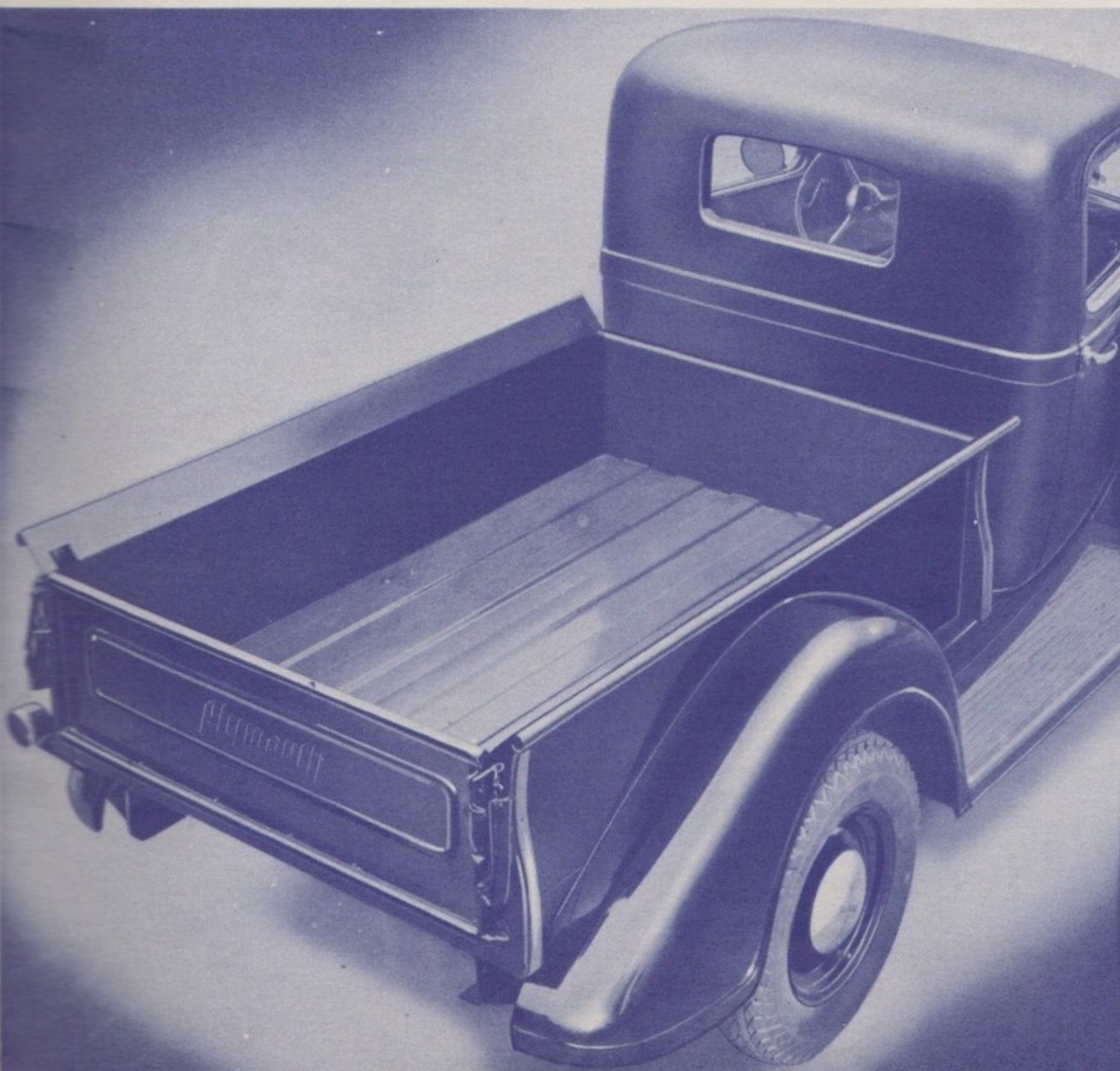
The Plymouth Commercial Pick-Up is particularly well suited to the requirements of hardware firms, electrical equipment dealers, building contractors, plumbers, farmers and others who find an open body commercial car the most useful kind to operate.

Plymouth's modern weight distribution permits the use of a pick-up body fully 72 inches long.

The body is made entirely of steel. Edges of the deep flare-boards are rolled to add strength. The steel tailgate is fastened by a hook with a special locking device.

Like the body, the cab of the Plymouth Commercial Pick-Up is of steel. The seat is roomy and comfortable. It is upholstered in heavy, long-wearing, leather-finished fabric.

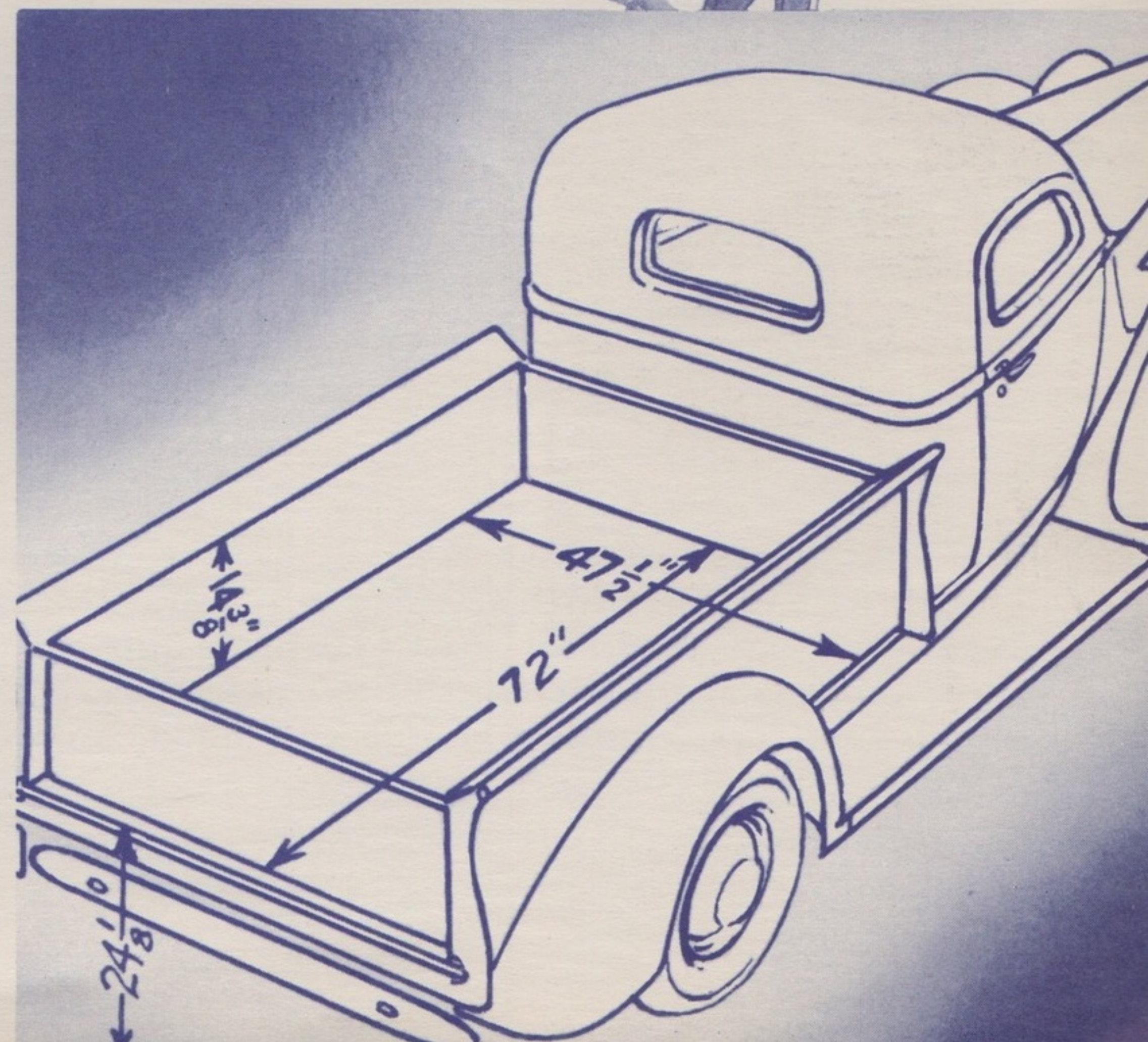
The windshield opens at a turn of the conveniently located control. Among other conveniences are a big cowl ventilator and a compartment in the instrument panel for carrying route lists, order books and similar equipment.



The interior of the Plymouth Pick-Up body provides unusually generous carrying space. Its low floor makes it easy to load and unload from sidewalk or ground level. The steel tailgate can be lowered and secured flush with the floor, giving added capacity for carrying extra long or bulky objects.

Compare these body dimensions with those of the usual pick-up priced as low:

Length on floor, 72"; width on floor, 47½"; width at top of flares, 55¼"; height of straight sides, 14⅜"; height to top of flareboards, 17"; floor to ground, approximately 24⅛".



Detailed Information 1938 PLYMOUTH Commercial Cars

All models built on 116-inch wheelbase Plymouth Commercial Car Chassis

ENGINE—Plymouth 6-cylinder L-head. Bore, $3\frac{1}{8}$ ". Stroke, $4\frac{3}{8}$ ". Piston displacement 201.3 cu. in. Developed brake horsepower, 70 at 3000 r.p.m. Maximum torque 145 ft. lbs. at 1200 r.p.m. Taxable horsepower, 23.44. Compression ratio, 6.7 to 1. Manifold heat control. Inserted exhaust valve seats. Cylinders have full length water jackets.

CRANKSHAFT ASSEMBLY—Drop-forged, high-carbon steel. Balanced at rest and in motion. Seven integral counterweights. Four interchangeable precision-type bearings. Forged manganese-steel connecting rods with removable bearings. Aluminum alloy pistons with U-slot expansion control. Four rings per piston. Floating piston pin.

CAMSHAFT—Driven by silent chain. Four bearings.

LUBRICATION—Force-feed lubrication from gear-type oil pump through rifle-drilled passages to each main, connecting rod and camshaft bearing and to timing mechanism. Pressure spray to cylinder walls, pistons, cams, valves and tappets. Pump screen. Crankcase ventilator and cooler. Chassis lubrication by high-pressure system.

ENGINE COOLING—Water-cooled by centrifugal water pump with leak-proof glands. 17" four-blade fan. Thermostatic circulation control with by-pass. Cellular-type radiator. Capacity of cooling system, $3\frac{5}{8}$ gallons.

FUEL SYSTEM—Single-tube, down-draft carburetor. Air cleaner and accelerating pump. Pump feed from 15-gallon supply tank located under driver's seat.

ELECTRICAL SYSTEM—Heavy-duty ignition system with special wound coil. High-speed breaker arms and non-pitting points. Theft-proof ignition lock. Positive shift starter. Air-cooled generator, third-brush regulation. Vacuum spark advance. 90 ampere hour battery.

CLUTCH—Dry single-plate clutch, size 10" diameter. Shock-absorbing spring center. Self-lubricating ball bearing release. Oilite pilot bearing.

TRANSMISSION—Plymouth Commercial Car, silent second and third speed, easy-shift type; low gear ratio, 3.3:1, reverse gear ratio, 4.3:1. Silent helical gears in second speed. Five ball and roller bearings.

DRIVE—Hotchkiss. Two and three-quarter inch tubular steel propeller shaft. Two universal joints with roller bearings.

FRONT AXLE—Reverse Elliott type. Drop-forged I-beam. Two tapered roller bearings at each wheel. Ball thrust bearings at king-pins.

REAR AXLE—Semi-floating hypoid type enclosed in one-piece, hot-rolled, high-carbon steel, banjo-housing, $\frac{5}{32}$ " thick. All gears made of nickel-molybdenum steel. Carbon molybdenum steel axle shafts. Six roller bearings. Standard gear ratio, 4.1:1.

STEERING—Worm-and-roller gear with tapered roller bearings on worm shaft and roller bearings on sector shaft. 17", three-spoke steering wheel adjustable for height.

FRAME—Double-drop frame. Side channels, maximum depth 6 inches, 2-inch flange, $\frac{1}{8}$ " thick. Five cross-members including engine support.

SPRINGS—Semi-elliptic type, mounted outside of frame side channels, giving greater lateral stability. Nine leaves front and rear. Length, front, 36 inches; rear, 52 inches. Silent "U" shackles. Rubber-bushed joints at front of rear springs.

BRAKES—Plymouth genuine full hydraulic 4-wheel internal-expanding. Self-equalizing and weatherproof. Centrifuse drums, 10 inches in diameter, 2-inch width lining. Independent hand brake operating on propeller shaft.

WHEELS AND TIRES—Five demountable disc wheels with drop-center rims. Spare mounted in right front fender-well. Standard 16-inch. Tires 6.00/16, 4-ply, non-skid balloon.

CHASSIS DIMENSIONS—Overall length, including front bumpers, $180\frac{9}{16}$ "; back of cab to end of frame, $71\frac{5}{16}$ "; back of cab to rear axle, $37\frac{11}{16}$ "; center of rear axle to end of frame, $33\frac{5}{8}$ ".

EQUIPMENT—Ammeter, speedometer, fuel gauge, oil pressure gauge, engine temperature indicator, and glove compartment. Choke, hand throttle, light switch, and ignition switch on instrument panel. Foot-operated headlamp dimmer.

EXTRA EQUIPMENT—available at extra cost—Spare tire and tube; rear bumpers (standard on commercial sedan only); double-acting Aero-Hydraulic shock absorbers, front and rear; heavy duty air cleaner.

NOTE—All specifications subject to change without notice.